PUBLICITY AND PROGRESS

HERBERT HEEBNER SMITH

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BY HERBERT HEEBNER SMITH

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TWENTIETH CENTURY METHODS IN RELIGIOUS, EDUCATIONAL AND SOCIAL ACTIVITIES

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HERBERT HEEBNER SMITH

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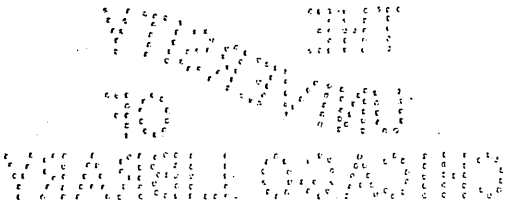

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PREFACE

THIS volume aims to cover in a broad way the relation of religious, semi-religious, educational and charitable institutions of all sorts through the printing press to the public. An attempt has been made to show in a suggestive manner how successful commercial publicity methods may be extended to non-commercial institutions for the benefit of society in general. The book is written for amateurs by one who would hesitate to call himself a professional. The writer, however, for a dozen years earned his living by working for newspapers as editor or reporter in towns of 2,000, 10,000, 30,000, and 100,000 population. He has managed publicity for the Minnesota State Board of Health, and for the St. Paul Association of Commerce, and has been a contributor to advertising magazines. Connection with church organizations, Sunday school associations, city Christian Endeavor unions, Y. M. C. A.'s, and experience for two years as news editor of The Continent (Chicago) have given him some insight into publicity problems from the side of pastors and executives of non-commercial organizations. Most of the suggested plans have been tried. With other publicity schemes hitherto limited to commercial purposes the relation between the sphere

in which they have been used and the sphere in which it is suggested that they may be of service, has been pointed out.

Such a book as this cannot be exhaustive. It is meant to be suggestive. Publicity and advertising must be planned with local conditions in view. Because many of the institutions here treated are not liberally supplied with promotion funds, the effort has been made to show how good may be done for society by using present opportunities more skilfully, where limitations prevent the expenditure of much money. The advantages of paid advertising have been pointed out in the proper places.

The book has been written in full knowledge of the fact that publishers are flooded with requests to print something about this or that public welfare organization. Some commercial concerns have been prone to attempt thus to get advertising free, although this practice is decreasing. The suggestions here take into account the point of view of the editor, himself subject to rigid limitations. Newspapers want "human interest stuff," and they also realize the interest of readers in religion. Many editors have confessed their pleasure at intelligent co-operation by non-commercial organizations in getting helpful news or information before readers. To aid executives of such organiza-

tions to recognize what real news is, and thus to assist editors to stimulate the thought of the community along altruistic lines, is one of the ambitions of the author.

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CHAPTER I
THE NEED OF PUBLICITY

Publicity of your work may help others in their problems—Increase the interest in work you are doing by making the press an ally—Daily papers as church aids not seriously enough considered—Paul had to invent a substitute for the present newspaper—Advertising increases the interest of friends of any institution—Problems of non-commercial organizations in relation to community comparable to problems of factory in selling product.

CHAPTER I

THE NEED OF PUBLICITY

"I HAVE never sent an item about my work to any paper," said the pastor of an Indiana church to the editor of a religious paper. He said it in a tone which indicated that he thought he had done something which entitled him to the respect of modest men. This pastor soon pulled from his pocket a novel plan for outfitting a library in his Sunday school. He acknowledged that the idea might be useful to other schools, and, as soon as it was suggested, saw that the church paper was the logical instrument to carry this "message." He promised to see his work in a broader light, and not refuse through modesty to send to his denominational paper items which would be of interest to other churches.

The attitude of this man is typical of that of many preachers of all denominations, and of workers in charity organizations, Christian Associations, and other non-commercial enterprises engaged in philanthropic work. They resent the flamboyant attempts of some persons to get themselves into the limelight, and in loathing, turn to the other extreme and blind their eyes to the positive advantages which

might accrue to their work, and to lines similar to that in which they are engaged, by a judicious use of publicity for the work, rather than for the worker.

In addition to this altruistic motive for telling of successful plans and events in one's own organization, there is the possibility of attracting attention to the work through the press so as to increase its effectiveness and enlarge its support. This use of the press is not new. Many organizations avail themselves of it now, and commercial enterprises without number have come to depend upon it for a great share of their success.

Advertising as used by commercial concerns is costly in that there is required a considerable outlay, all of which, however, comes back with large interest to the man who uses it skillfully and has the goods which the people want, or can be educated to think that they need. The cost of this publicity has been the obstacle which has prevented its more general use by those organizations which must husband carefully their cash resources. In this volume some effort will be made to show that by the exercise of brains it is frequently possible to make the press a warm ally by one's being a real agent of the press, rather than "a press agent" for the organization. That term has come to be used by newspaper publishers to denote the man who

tries to smuggle past the editor matter which should enter through the business office with greenbacks attached. Newspapers want human interest news, because people like it. Information which has the widest appeal finds ready welcome from any city editor. To show where this may be uncovered and to point out some of the ways in which it can be furnished by various organizations is one of the objects of the following chapters.

The problem of the proper sort of cards, leaflets, inserts, catalogues and circulars which a non-commercial organization may issue with profit is a large one in itself. It is a part of the general problem of the relation of the organization to the public. The same principles which govern the elements of a good news story adhere to good printed matter of all sorts. There have been several books issued recently which touch directly on this phase of advertising for churches and charities.*

The first printed book was a Bible. From the time of the invention of movable type, religious leaders have made large use of the printing press. Tracts flourished in the earliest days of printing. During the Revolution and in Abolition times, moral problems were presented to the people through circulars and pamphlets in a vigorous fashion. Many of the present-day

*For a list of such books consult the bibliography at the end of the volume.

successors of the earlier reform agitators seem, however, to have less ingenuity in making use of the modern means of disseminating information. Newspapers have taken the place of pamphlets. People receive news hastily from the printed page, instead of leisurely in coffee houses.

The pastor who preaches polished missionary discourses on India often utterly fails to see the possibilities of reaching readers of the daily papers in the next block, men and women who never will be attracted to hear him talk. He has not learned to translate the "preach" in the Great Command into the language of the daily press. His lukewarmness may even repulse the reporter who comes as a friend to get notes of his sermon.

At the beginning of the Christian era and for a long time afterwards, mouth to mouth communication was the quickest way of spreading information. Paul established what by a stretch of the imagination might be called the first religious and civic uplift newspaper when he had his friends carry letters to the various young churches which he had founded. These letters of advice and counsel were read to the people in lieu of sermons. That was the best means then existing to carry such advice. The modern Pauls each day of the week have a means of communication reaching vast multi-

tudes. The founder of the Christian faith Himself attracted attention by unusual deeds and not only organized a force of men to carry abroad news of His message, but arranged the details of the routes of those who went out. He associated with Himself men who had the power of expression in words. They have left a record of His thoughts and acts which forms part of what is yet the best selling book. Christ used the means which in His day was calculated to reach the largest number of men. Surely those who object to using the press of this day to further religion and morality have studied the methods of their Master imperfectly.

Perhaps the reason for the failure of moral leaders to make larger use of the daily press to reach men is to be found in the fact that they have not been trained to do this. Seminaries use large incomes to educate men to talk and to exhort. They have not, however, brought into use any course designated to train men to write, in terms understandable by the average newspaper reader, the news of missions and of the acts of modern apostles. This is preeminently the age of newspaper readers rather than of church goers. It is time that some one led the way to a modification of the training of future religious leaders so that they may influence men through the press. Men must be trained to put in a new setting the truths of the

gospel. Those who preach must learn to write for the general public, in such a way that their writings can be readily understood.

As much study is required to reach men for better living through the printed word as through the spoken word. Secretaries of Christian Associations can seldom, without experience, hit upon just the thing about their work which newspaper editors will count news, and which will draw men and women closer to the Association. The secretary of the charity society, the president of the college, the head resident of a settlement, can with profit look at his work from the viewpoint of a publicity agent to see what items in the daily routine can be made to interest outsiders in what he is trying to do. Communities and organizations differ. No plainly marked publicity path can be indicated. A college seeking students will not use the publicity methods which will be profitable to an anti-tuberculosis society just starting its work in a town of 10,000. For these and other allied organizations there are suggestions in the following pages.

The church has the mission of saving the world and cannot wait for the world to come to it. It is not sufficient to be in the world. The church must make itself known. "Let your light so shine" applies to churches as to individuals. It must reach out in every way con-

sistent with its own nature and use the means best fitted to produce results.

Advertising and publicity are but two overlapping means of making use of the laws of psychology through type. The man who wants persons to buy soda crackers of a certain name must use type to force their wills to obey his. The easiest way is to create a desire. The determination to buy and the actual purchase of the goods is then soon brought about. Department stores in large cities seldom spend less than $100,000 a year in daily newspaper advertising. A certain double page "spread" in the Saturday Evening Post cost a gum manufacturer $11,000. To regain the mere investment there must have been sold 2,200,000 sticks of gum. A million people must chew gum for a day to pay for it! The makers of Holeproof Hosiery are said to spend $1,800,000 a year for advertising. Their sales from the beginning were made possible by advertising. The Harriman Lines in 1912 spent $1,362,000 for advertising, trying to fill the West with settlers and tourists, and the advertising managers of fourteen subsidiary roads spent a week in New York criticizing each piece of advertising matter these lines put out. Men move their families and change the location of their business through advertising. Nashville, Tenn., spent $100,000 in three years in publicity. The central office

often received 600 replies a day. In the first eighteen months fifty-six new enterprises and 152 conventions were found to be results of this advertising. During the last thirty days of the advertising of the Encyclopædia Britannica in 1913 there was spent $75,000, and from May 18 to May 30 the orders jumped from 23,000 to 32,000 sets as a result. Advertising for commercial organizations pays big profits. Non-commercial organizations are just learning that they may gain benefits in the same way.

One of the greatest moral forces in business the last few years has been the advertising men who have demanded that every "ad" tell the truth. What greater truth can an "ad" tell than that man is a sinner and that there is salvation through repentance and confession? The Men and Religion Forward Movement in New York and in other cities proved the efficiency of church advertising. The joint publicity campaigns of churches in large cities, to which reference will be made later, have brought church letters out of trunks and men into the congregations. Charitable organizations have used display space asking for gifts and their coffers have been filled. Colleges have told the story of the self-sacrifice of their instructors and of students anxious to have an education and large gifts have come. Men who use advertising to promote their business must see the

advantage of the same sort of applied psychology for their church and charities.

A valuable reflex influence is often noted in connection with most advertising. Employees who see in papers and magazines the name of the firm for which they work feel a larger sense of their responsibility. The advertising of vacuum cleaners by urging higher standards of cleanliness has stimulated the sale of brooms and carpet sweepers. The church member who reads in his morning paper that the speaker at the special service on Sunday evening in his church has been all but starved to death by Africans, may arouse himself to hear what the stranger has to say. If he reads, on the morning following the service, a half-column interview giving facts about the missionary which were not brought out in the sermon, he feels a still greater interest. Perhaps he may put an extra half dollar in the collection the next Sunday! A man will put his money where his heart is. Arouse his interest and he becomes a friend and a contributor. The press is waiting, ready to be harnessed, willing to help pull the load, for it knows that thus it is helping to make a better community, helping tie more people to the publication, obtaining a stronger grasp on the interest of the consumers of its product.

Publicity is needed by non-commercial organizations because it is inherently demanded. If

the relation of the organization to the public it serves is considered from a merchandising standpoint a bit, the need will appear. The church, Christian Association, college, or other non-commercial association may look at itself as a local factory selling direct to consumers. As such it must study its product, its possible market, and its means of reaching that market.

Keep in mind the Y. M. C. A. as an example in following this analysis for:

I. The product of any factory.* 1. Demand: developed or undeveloped, permanent or seasonable. 2. Serviceability: a necessity, luxury or convenience. 3. Price. 4. Profit: larger or smaller than competing lines. 5. Competition: aggressive, lax, long established, wealthy —their sales, advertising campaigns, policy toward customers.

II. The field, or possible market.† 1. Location. 2. Consumers: wealthy, well to do, poor, married, single, old, young, laborers, clerks, mechanics, professional men. 3. Transportation. 4. Competition (same as above).

III. Scheme of distribution, or getting the product to the possible consumers. 1. Newspaper advertising, billboard advertising, streetcar advertising. 2. Window displays. 3. Dem-

*R. E. Fowler in "Printers' Ink," February 8, 1912.
†"Printers' Ink," February 22, 1912.

onstrations, if they are possible. 4. Canvassers. 5. Catalogue, follow ups and samples, if possible.

The "product" which the Y. M. C. A. has to sell, is of course varied, so that an analysis could be made for each division of the work. It offers salvation, friendship, physical training, education of all sorts, meals, and rooms. The competitors are around the corner and over and in every saloon, and their advertising appropriation is usually liberal, as is their policy toward customers. The "field" concerns the kind of men to be reached and the ease of access to the association building. The association, like all the organizations considered in this book, sells directly to customers, but a factory making stockings for consumers would have to do more, to succeed, than put an electric sign over the front door and have boys on the streets handing out cards.

The same analysis will apply to the church as a whole. Where are the people it should reach? The "product" is salvation and personal peace. It may startle pious folk to think of "selling" salvation, but in terms of commerce that is what every preacher and personal worker does. The price paid is service to Christ and His church. To sell the product of the church as much active work is needed as to sell the product of any factory in your city. Too many churches establish their "factory," wait for customers, and

make little direct effort to "distribute" their product or reach their possible "customers." Churches depend in great part on mouth to mouth solicitation—canvassing if you will; but this is only one of the ways mentioned in the above plan of "distribution" for commercial concerns.

The W. C. T. U. has for sale interest in temperance. The field is the city, or section of it; the means of reaching the field must be adapted to the possible prospects. The goods that a fresh air association has for sale is renewed bodies and strengthened lungs for poor mothers and children. The field is the well-to-do and moderately rich of the city. The various societies inside the church also are provided for in the plan. The Christian Endeavorers have the young people of the church and vicinity as their field, offering them opportunity for service. The church paper, leaflets, bulletins, and similar intra-church means of communication can be used. (See Chapter VI.)

Salvation is of the spirit, and more than one reader may be tempted to brand the writer as impious or worse. The majority of the 34,000,000 persons of the United States above ten years of age who are outside any church can, however, be reached best by talking in terms which they understand rather than in the language of Canaan. Those now in the church

must learn to look at it as providing something more than a place to spend a comfortable hour two or three times a week, or than even a social center in winter.

The church offers the biggest thing in the world. The methods by which it reaches people should more nearly measure up to the importance of the message it has for the world.

CHAPTER II

TRAINING FOR SERVICE THROUGH THE PRESS

Four disciples of Christ were reporters—Real need for men with publicity instinct in non-commercial associations of all sorts—Few men can see news in churches or philanthropies—Can they be trained in conferences and seminaries?

CHAPTER II

TRAINING FOR SERVICE THROUGH THE PRESS

"THE main obstacle, as the press sees it, to any systematic publicity of religious things lies in the fact that there is no zeal for advertising in the church nor among her ministers." This statement from the report of the Publicity Commission of the Men and Religion Forward Movement of 1912 may sufficiently justify this attempt to instill the advertising idea into men who are vitally interested in religious and allied institutions. "There is plenty of news in religion," says the same report, "but there must be more religion in newspaper men and more newspaper instinct in religious men, ere the important service of revealing to the unchurched world Christian thought and activity, as it really is, can be adequately performed." *

People who scoff at modern methods in the church and profess to believe that the church should adopt none of the means of "the world" to reach men, fail to remember that four of the greatest of the men to whom the founding of Christianity was largely left were "reporters." If Matthew was inspired to write the account

*Messages of the Men and Religion Movement. "Publicity Message: The Church and the Press."

he did of Christ's words and actions, who shall deny that men now may not profitably study how to tell most widely the doings of Christ's followers to-day? Where is there a higher calling, outside of the direct ministry itself, than that of spreading the news of missions and church progress at home; or describing new plans for reaching men and women? A preacher may touch men in a more personal way than he who furnishes religious news for papers, but the speaker's audience is always restricted. There is no limit to the good a printed word can do.

There is a real necessity, to which every city editor and newspaper reporter can testify, for the men and women in charge of the institutions under discussion to see the activities of their organization from the newspaper standpoint. Many a time reporters who are anxious to aid the work ask Y. M. C. A. secretaries for news, or approach pastors for interesting items rather than stale announcements, only to be met with a polite regret that there is no news. A little pointed questioning, if the reporter knows anything of the work, almost invariably brings to light some items of which the secretary or pastor had not thought. Religious men may be able to learn from what others have done, something of what newspapers want, and thus better equip themselves to take advantage of all the agencies willing to assist their work.

The Publicity Commission in another part of its report says: "If, as has been cleverly said, whoever makes goodness uninteresting sins against virtue, then the preachers and editors who are responsible for the dreary stretches of mechanically bulletined 'church notices' in the daily papers instead of live and varied and well displayed religious intelligence, have a formidable account to settle somewhere. The ingenuity of the evil one could scarcely devise a more successful method for making the churches seem cheap, trivial, stupid and unattractive than those solid columns of free advertisements."

Dr. Talcott Williams, director of the Pulitzer School of Journalism at Columbia University, has suggested that denominations in each large city should unite to open a central office in charge of a man capable of earning $5,000 a year or more to disseminate religious information. Such a plan has been under contemplation by the Laymen's Missionary Movement and the Missionary Education Movement and similar agencies and may be put into operation before this is printed. This is a good way to obtain general publicity, but it is not possible to hire press agents in every town, even for part time. Where such arrangements are possible, there is yet large room for the exercise of the newspaper instinct by pastors and laymen.

No expense is spared to train men to be

preachers, secretaries of various departments of the Y. M. C. A., or heads of charities. Few institutions which turn out men for these positions devote time to giving the prospective graduate any instruction in the art of interesting new people in his organization through printer's ink. Denominations spend large sums in training men for three years to analyze the Bible and to prepare and deliver sermons. Comparatively little time is spent in showing future pastors how to reach the mass of men to whom a church is a thing to be avoided. The same lack of training to reach men by other than personal solicitation exists in the Y. M. C. A. and Y. W. C. A. Year after year courses in advertising are given in association night schools by experts. The Y. M. C. A. teaches men how to persuade others to buy a certain brand of goods; it is the exceptional secretary who attends these lectures to see how he may apply the same principles in persuading men to buy his brand of happiness and life philosophy. A few associations are, however, awaking to the need of education in publicity methods.

Summer conferences are maintained in a score of mountain and lake resorts each year in America. Men and women are trained to conduct classes on the Bible and to teach missions in Sunday school and Young People's societies. Expert psychologists deliver lectures

on the handling of boys and girls of all ages. Men of experience explain the sort of facts which should be given children at certain stages of development. The nature of the boy, moral, intellectual and physical from the cradle to manhood is dissected; the entire field of education of all sorts within the church and its allied institutions is canvassed. Now, if it is worth while to teach a man to lead a mission study class of twenty to thirty members in his church, why is it not worth while to teach a man to write missions for the instruction of twenty or thirty thousand of his townsmen? Why would it not be possible to establish a course of instruction in religious publicity at all of these summer conferences? Let men who know the religious side and the publicity side give lectures as to the best way of reaching, through the press, the people who now have no interest in missions, in the Bible, or in their fellow men.

The eminent churchmen and publicists who studied the relation of the church and press for the Men and Religion Forward Movement say that religious men must get more of the newspaper instinct. Is it feasible to teach religious publicity in somewhat the same manner that journalism is taught in scores of colleges and universities of the country? It has been predicted that in the not far distant future the force of publicity will be harnessed in this way

for the further development of the church and the things for which the church stands. Let's be about it!

Then again theological seminaries might with propriety and profit offer a course of lectures on publicity by city editors, or by religious editors of daily papers. From the standpoint of the man outside of the church there is little use in knowing how to preach well unless there is combined with it a knowledge of the way of persuasively letting the public know that preaching is being done. A church is not a secret society seeking to benefit only a selected few. Training for a life as pastor without some knowledge of the art of publicity—for the work, not the worker—is only partial preparation for this sacred office.

There has been little or no recognition by the church of the change in the last two or three decades in the ways in which men are persuaded to do things. When all people went to church, it was the minister's main duty to preach to them. When only a very small proportion of people attend church it becomes his task to reach those outside, as well as to preach to those inside. Men in the mass can be reached through advertising. The collection of money to pay for advertisements, the writing of them, or the preparation of articles for the news columns can be in other hands than those of the

pastor, but he should be able to superintend the work. Thus too, should leaders in other forms of non-commercial enterprises know something of publicity rules.

Study of the way in which news articles are written and actual practice in preparing items may form the basis for instruction in publicity from a religious standpoint. A keen sense for the human interest in events is essential to the best results. "Human interest" has been defined as being a quality of those events which appeals to the greatest number of people. An incident concerning a child who daily takes flowers to a sick old woman will interest more people than will the fact that the First Church gave a dinner last Thursday "at which a good time was had by all present."

At a conference where classes *in religious publicity* are conducted an editor may be obtained who will take items concerning that meeting, written by the class as though for publication, and tell what is wrong with them, with reasons. The same plan can easily be arranged in connection with theological seminaries, training schools for laymen, and similar institutions. One of the practical things the members of any summer conference can do is to prepare an account of the meeting for publication in their local papers. (See Chapter VIII.) Constant alertness for news items by the execu-

tives of non-commercial organizations will develop news instinct. Books on journalism and allied subjects can be read with profit. (See Bibliography.)

The need for some means of educating laymen in publicity work is expressed in the report of the Publicity Commission referred to above: "Religious workers must aid in a very practical way in gathering and presenting to the newspapers material of positive news value out of the life of the church. No wise newspaper man discounts the value of much that occurs in the religious world. He simply avows his inability to cover the field. He must therefore have efficient help. Not abstracts of sermons necessarily, but things that advise of community progress and other leading features out of the church life, of vital interest to the reading public. This kind of cooperation is cordially welcomed by the newspaper managers with the understanding that the reporting minister must take his chance with the rest of the staff on his copy meeting the ordinary vicissitude of the editor's office."

Newspapers and other publications produce a commodity—white space—which belongs to them. Editors have the right, in fact they are employed, to put into their white space only those articles which will further the object for which the paper is published, viz., cash income,

the public weal, or the gratification of political ambition. All non-commercial organizations whose problems are here studied should approach editors in the spirit of cooperation, not with requests for a favor. If there is nothing about one's organization which will produce news, the executive head of it should see that something happens which may be news. This does not mean that he must be sensational. News, in terms of people, consists merely of those things in which editors think most persons will be interested, and they hold their places because they are good judges of what the people want.

The ideas of an editor as to what is news may be changed by education just as his readers can be educated to want certain sorts of information. This, and the furnishing of news along the lines of the editor's present light, is the job of the man who would ask the press to cooperate with him in boosting some worthy public non-commercial institution. To treat the editor as a person of inferior ability or of low moral standards is to defeat the aim.

As publicity is little more than an application of psychological laws which govern the actions of men individually and in crowds, the study of psychology, or the review of books on this science, may be helpful to those who care to get beneath the surface of things. LeBon shows

in his classic that crowds tend to do things from impulse rather than reason. He also lays down the law that the conscious life of the individual is of small importance in comparison with the unconscious knowledge that they have been influenced by advertising. The unconscious impression received from a variety of sources accomplishes the purpose. It naturally follows that if a man can be led to do a thing, or take an interest in an institution, as a matter of course, following a subconscious impulse, much has been gained toward making him a permanent friend.

Imagine a colporteur starting out every morning at four o'clock or earlier with a pile of 30,000 tracts which are to be placed in homes by breakfast time for people glad to receive them. Suppose the same work were done also in the evening. Imagine a suave man handing to weary travelers on trains, in stations or on steamships, word of the latest advance in Christ's kingdom. Suppose another should visit the homeless on the benches in the parks, the lodging houses and back rooms of saloons. Nor must the vision leave out the rural districts with the thousands of widely scattered farm houses whose inhabitants have little time to visit with their neighbors. Into most of these homes will go a colporteur each week or oftener with a message of hope. But if, entranced at

this prospect for doing good, one should awake at thought of the expense, we can answer it may be done by prayerful and intelligent co-operation with the daily press. Can a man who has once caught a small portion of such a vision content himself with a mere announcement of the theme of his sermon? There is better news, more live, more gripping, more productive for good to humanity than that. But the man who seeks must be keen, and not a novice; he must know news values; must be familiar with some of the mechanics of newspaper making. Such knowledge can be obtained. It surely is worth the effort.

CHAPTER III

HINTS ON SEEING AND WRITING NEWS

Publicity must be considered from standpoint both of those inside and of those outside the organization—Put specific facts to the front in ads or news—Study how news is written in papers—Comment is not news—Examples of relative news values.

CHAPTER III

HINTS ON SEEING AND WRITING NEWS

IN the analysis of any publicity problem, account must be taken of efforts directed first, at those already within the organization and second, at those outside. It is necessary that members be given information about what is going on in the institution which they support in order that their interest may be retained. The supporters are in fact entitled to it for the money they contribute. An institution of 600 or 1,000 members, like a Y. M. C. A., has many varied activities, which, if all members know about, will incite their greater interest. The same growth of interest is possible likewise in an organization like the City Club of Chicago or New York. If the members know what the various committees are doing, it tends to bind them closer to the work which they all hope to do.

Any association which seeks to raise society to a higher plane needs also the moral support of others in its work—those who may in fact never be members of the organization. An anti-tuberculosis society, for example, may never enroll as members the people in congested, poorly

ventilated quarters whom it hopes to reach, but the people in such quarters can be aided by intelligent publicity in their efforts to prevent consumption. Church members are commanded by their Leader to carry the gospel to all people. Many persons can be reached through printer's ink who would listen with scoffs, if at all, to an individual.

This two-fold phase of publicity of voluntary organizations must be faced at all times, and often the failure of advertising campaigns comes through ignorance or a misunderstanding of the different classes who should be reached. Girls in a factory, for example, have little interest in the sum spent for repairs about the Y. W. C. A. building which they have never entered. A statement, however, showing that an average of 21 girls a day attended night school classes and that of the total number 15 had better paying positions at the end of the year, would probably cause a stranger to the association's work to think of joining.

The use of newspaper publicity is more or less a matter of education. Directors of some philanthropic organizations have had perchance unfortunate experiences with reporters and scorn to use daily papers. Others think it is impossible to do good through them and fail to make the effort. In some cities there is fortunately the largest possible cooperation be-

tween all agencies for good with common appreciation of the opportunity and the results obtained have been most encouraging.

Advertising for the sort of institutions under consideration varies with the class of people to be reached and the amount of money available. The same human interest qualities, however, which must be present in publicity, bring increasingly better results if they are applied to advertising. A recent ad in the magazines was headed, "The Dictaphone saves you the cost of the stamp on every letter you mail." This was accompanied by a picture of three letters ready to leave the office. The heading undoubtedly got more attention than if the expensive space had been occupied by the same matter but headed, "The Dictaphone saves you money." The specific and definite fact always reaches people most quickly. Another recent heading of a page ad which cost many hundreds of dollars was, "Let this book guard your pantry door." A mediocre man would have written, "This book explains adulterations of food," and probably would have received the lesser rewards which lack of brain power usually entails.

This effort by high-priced ad writers to use psychology on casual readers of a magazine brings proportionate results in other lines of endeavor. The minister who begins a sermon on the prodigal son with: "A certain man had

two sons: one was bad and the other was worse," takes his audience by surprise, and holds it, if the rest of the sermon is as good as the opening sentence. In the same way the religious worker who writes an item for the press must begin with a specific fact and leave generalization for the editorial writer or the writer of history. One kindly old pastor who probably belongs to the class that begins sermons with the creation invariably starts items to his church paper something like this:

> "In 1856 a home missionary visited the San Juan valley and established three preaching stations. They grew and flourished and at different times larger buildings were necessary to accommodate the increasing crowds which came with the settlement of the country. Last week the cornerstone was laid for a new building for Blankville church."

The most important part of that item is in the last sentence, and yet it received only incidental mention. Space for historical data is very limited in modern periodicals, unless they have a direct significance for the present day.

Principles of news writing, hinted at here, apply to all efforts to reach people. They are based on what busy editors have found the people want, and if one desires to obtain and

hold the interest of readers, he must follow the line of least resistance.

Because a man can write a good sermon it may follow that he can write a good news article. Or it may prove the opposite. It is well worth while studying how to put news in the best shape. Such study bears fruit in more news ideas. Not a few Christian Associations and churches leave the preparation of their printed matter, announcements, cards and bulletins, to more or less inexperienced persons. Commercial organizations on the contrary pay as high prices for brains to prepare printed matter as they do to managers, and not infrequently the director of publicity is one of the highest paid officials in a corporation.

The value of space and of words needs to be impressed on most men who have never paid $900 for a page of magazine space or laid out $14 for one line of very small print in a woman's journal. A newspaper can get only so many lines into a column and the number of words to a line can be increased only by packing more ideas into each word. Ministers may use 3,500 words in a sermon. An ad writer may have to be content with 400 to persuade a man to do what he wishes—to convert him. When one is buying space he can take as much as he can pay for; when he is sending news to a paper, his item must take rank in importance with items

from all over the world, and on the day a Titanic sinks his item may never be thought of. Every news item should be packed so full of meaning that curtailment of a single word means the elimination of an idea. Such phrases as "some twenty persons attended" can be cut a word and strength gained. "This church is the strongest of all the churches in the great inland empire of the San Juan" can be improved and space saved by eliminating "of all the" and changing "churches" to "congregation."

Editorial comment should never be permitted in news, although thousands of papers in small places allow the reporter large latitude. No one outside the office should, however, be so presuming as to ask the paper to make his opinion its own. "Mr. John Finlayson, leader of the Apollo Glee Club, is also director of the double quartet in this church, and a very efficient leader he is," is the way one zealous pastor tried to get an editor to commend a friend of the contributor. Mr. Finlayson probably is as efficient as the pastor says, but the pastor ought not to ask the editor thus baldly to endorse him. The same effect as the commendation might have been obtained by stating facts which show his efficiency. It is very easy for one accustomed to expressing his opinion in pulpit or on platform to interject into newspaper copy statements which are opinion rather

than facts. The presence of comment immediately tells a newspaperman that the writer is a novice, or one who is seeking to slip an opinion past the editor.

The suggestion that pride of authorship must be subdued is one of the first needed lessons for the amateur news-gatherer. The first good story that a certain editor wrote in the first week of his connection with a metropolitan paper concerned the completion of the fund for a new Y. M. C. A. building. With a desire to impress the community with something of the honor it had done itself in raising the large fund, the article departed somewhat from the facts to comment on the act. The way that story was chopped up by the city editor taught the cub reporter a lesson that he never forgot.

Unless a man has been "through the mill" of the city room it is hard to understand why changes are made in copy. Sometimes an item or article may be printed just as written. The next item may be cut to one-fifth the space, or enlarged, or not used at all. Always there is the probability on well edited papers that words or sentences will be changed. Each paper has its own style on certain matters. Each copy reader and editor who handles the copy may think a word or sentence might be improved, and makes the change. Another day an influx of ads may crowd the news columns and all but

the first paragraph of an item is killed. At another time there may be a human interest touch in an item, unseen by the writer, which appeals to the editor and the story is "played up."

A news story often does not follow the same chronological sequence as do the minutes of a meeting. Good reporters who may attend a Y. M. C. A. band concert at which an old settler is overcome by the heat and dies as the last piece is being played, mention the death of the man first. The concert becomes a mere incident to the reporter, because the unfortunate death has altered the news values. In the same way at the dedication of a church or at the commencement exercises of a college there may be some event, not vitally related to the main program, which is of more interest to a large number of persons than the mere fact that the exercises were held. Wabash college not long ago gave diplomas to two men who went to war in their senior year a half century before. That fact had more human interest than the name of the commencement speaker, or an account of the decorations at class day, even though the gathering of the flowers may have occupied the attention of fifty persons for two days. The getting of a diploma after fifty years is different from other things; every college has a commencement every year.

At the laying of a cornerstone of a Methodist church in Cedar Rapids, Iowa, the chief speaker was Bishop Homer C. Stuntz. He preached a sermon showing how the Jewish people built a temple before they constructed a fort or any other building. He told of the importance of church buildings and the large returns from an investment in such a structure. He complimented the architectural arrangement of the growing building, said it was unique, and related a conversation he had had a month before with Colonel Goethals at the Panama Canal. The colonel told the bishop that if he found a church well adapted to the religious needs of the Canal Zone to send him plans, as he wanted to build a $175,000 union church for the people there. The plans of this church were to be recommended to Colonel Goethals.

Obviously the most important thing to the Methodists who put their money into the building was the fact that the high church dignitary was present, and that the cornerstone was laid. People of all faiths would have been interested to know that the government was to build a union church at the Canal. That the Cedar Rapids church was to be recommended as a model would appeal to and interest every person in Iowa as well as every person outside of the state who was a member of a congregation which was planning a new building. The news

instinct would dictate the placing of the fact of largest interest at the beginning of the article, no matter whether it came to light at the first or last of the exercises as held.

As a matter of fact the newspaper report of the exercise the next morning started: "Impressive services marked the laying of the cornerstone . . . Bishop . . . preached a sermon . . . splendid tribute to manhood . . . seven other ministers assisted." Then followed a recounting of the exercises, step by step from the text of the sermon, and as the last sentence of a paragraph, half a column down the page: "He said he had been requested by a pastor in Panama for suitable plans for a union church, and said that these were the plans he was going to recommend." The misstatement of fact, as well as the loose construction, shows that a cub reporter was "on the job." Probably he never had heard of Colonel Goethals, and missed utterly the significance of the statement of the bishop.

It is true that church news is very often handled in smaller cities by the youngest member of the local newspaper staff. Even in cities of 30,000 people, there may be only a city editor and two or three reporters to gather all the news. Wages are not high and results often are ridiculous to church members. This makes it the more necessary that some one in connec-

tion with the churches be trained to sense news values of the religious life of a community and to assist reporters.

In addition to the prime requisite in news writing of putting the most important part of the news in the first part of an item, there are minor matters of English composition over which ministers are as prone to stumble as are editors themselves who turn from editing to original writing. When an editor runs across a sentence like the following his blue pencil has a habit of making heavy marks across the whole of it. He has no time to repair the English, unless it is a very important item:

> "Mrs. Mary Clark Barnes author of the Study book on Immigration also President of the Fireside League, and Author of a primer for teaching English to the Immigrants showed very clearly how every one could aid in this, which she proved to be the immigrant's greatest need for his protection."

This is just the way it reached a paper, punctuation and capitalization included. It took three editors to decide just what the writer had tried to say.

News is not news unless it is timely. However interesting may have been the action of a convention a year ago, no newspaper will spend

space on it unless there is some present application. The mere fact that an occurrence has never been printed is seldom a reason for printing it. An Oklahoma church was dedicated June 8; the report was written June 17 and reached a denominational paper June 23, in time for the issue of July 3—nearly a month after the exercises. It lost its value on the way. The explanation of a correspondent that, because he had only one item, he did not send until July 7 the account of the death of a minister which occurred May 14, is almost childish.

To gain and retain the respect of editors, church news must measure up well to news from other sources. To ask an editor to publish routine announcements as news cheapens the church in his eyes. So too do poorly prepared copy and unintelligible sentences. The church demands efficiency in this as well as in the writing of sermons.

CHAPTER IV
SOME WAYS OF GETTING PUBLICITY

At least two uses for every idea—Commercial and church example—Publicity in country towns—In small and large cities—Publicity for national organizations—Some newspaper secrets—Getting mission news into daily papers—Treat reporter as friend—Don't seek publicity unless facts will bear it—Churches must take publicity going and coming.

CHAPTER IV

SOME WAYS OF GETTING PUBLICITY

THE man who is able to see the things which have news value and who can write them in acceptable news style has gone most of the way towards reaching the public through the press. Such a man must, however, know some of the publicity avenues in his vicinity in order to be of the largest possible use to the cause he represents. Every "publicity man" must remember that each idea has at least two most excellent uses, and sometimes one idea can serve half a dozen purposes. If an idea is worth the name it means that a thing more or less new to the cause to which it is applied has come to the front. The idea must be put into operation to do good to the organization, and then may be used as the germ of a news story which may be used to advertise the work through the appropriate channels.

A commercial illustration of a well-worked many sided idea was the taking of a linotype machine by the Great Northern Railway in a baggage car of a special train which accompanied the Glidden auto tourists in 1913 from St. Paul to Glacier National Park. This machine and accessories made possible the publi-

cation of a daily newspaper for the autoists. The idea was worked to add novelty to the trip and to interest other tourists in the railway and the park. The story of this traveling newspaper was worth considerable space in all daily papers along the route and less space in dailies of large cities at a distance. The idea was thus used twice. But the trade papers of the newspaper profession were interested in it. They printed stories. The papers of the printing trades were also concerned, and the automobile papers were more than glad to get something different. The trade papers of the railways can also be counted, and the whole affair, with the publicity it got for the road, was itself worth space in advertising publications. The idea had at least seven good uses and perhaps the list is not exhausted, for electric power was used to run the press and linotype, so electrical papers would probably have used a story.

In the same way, with non-commercial associations a good idea must not be allowed to stagnate by being confined to the place of origin. The plan of Bible study credits in connection with North Dakota high schools was used not only to reach high school pupils of that state, but papers of all denominations printed stories about the scheme. Bible study publications were interested, and so too were educational papers, to say nothing of daily papers in many

cities. The publicity man, or any committee charged with handling this connecting link with outsiders, must be keen to see the multitudinous uses of a good idea.

An idea need not be a great one to be used in many ways. If a boys' club is organized to keep the grass of the church lawn in good condition, the fact can be told other congregations through the denominational papers. This will stimulate similar effort in other churches. The work of the youngsters can be told to members of the local church through neighborhood papers to incite them to take more interest. Meanwhile a church in a neighboring state has adapted the same idea and has a class of girls organized to pull weeds from the church lawn. The news of this, passed around the same way, will stimulate others. There is no end to the good which may be done through the printed word.

The amount and kind of publicity which an organization can obtain through the press depends in part upon the size of the town in which it is located. A country town of upwards of 3,000 persons often has no daily paper. The larger towns of this class do, however, have typesetting machines in the newspaper offices. This fact has a bearing on the length of copy which may be offered the editor. When a man must set each letter by hand, and is crowded

with many duties, as is a country printer, short copy is usually looked upon with the greatest joy. In some cases longer articles are welcome, but pastors must be careful not to overstep their privileges and offer homilies rather than news.

In a small city daily, the help in the editorial end of the paper is usually not plentiful. There is less need for brevity and pastors and secretaries of organizations under consideration here are often given large space. Ingenuity is needed, however, to find in a small place any considerable amount of copy sufficiently interesting to hold the attention of readers.

In a town or city of from 25,000 to 200,000 persons there is more news, but the demand upon the space of the papers increases. It is often possible, however, especially in Sunday editions, to get fairly large representation. Good pictures are usually very welcome. The Sunbeam Band in St. Paul, Minn., has for years had two columns or more in the Sunday paper filled with newsy items about its work of charity and mercy. In cities of this class it is often profitable to induce a man trained in news to assume charge of the publicity for all the churches, or other associations. Certainly reporters who usually call on the more prominent organizations should be assisted in getting live news.

Religious News Notes Gathered From Chicago and Cook County

Play, Study and Work At Vacation Schools

PLAY, study and work are combined at the vacation Bible schools whose sessions opened last week in numerous Chicago churches. No books are used. Basket weaving is taught as is also biblical geography by means of maps drawn in the sand. An outing is given the children once a week for the purpose of nature study. Among the churches in which schools are operated are the folowing: Jefferson Park Presbyterian Church, Aiken Institute (Baptist, Morgan and Monroe streets; Lincoln Street Methodist Episcopal Church, Moody Church, Olivet Institute (Presbyterian), Moody Church and Halsted Street Institutional Church, Halsted and Nineteenth streets.

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Chicago Gets C. E. Meeting

The decision of the executive committee of the Illinois Christian Endeavor Union to hold the state convention in Chicago next year in conjunuction with the international and world's Christian Endeavor conventions, will be followed by similar decisions by other state organizations, according to Christian Endeavor leaders. The four-day convention of the Illinois organization which closed last night at Peoria is said to have been the largest convention ever held by the Illinois organization. One hundred and fifty delegates attended from Chicago. Plans for a law enforcement campaign in Chicago will be formulated tonight by local leaders in harmony with the resolutions adopted by the convention, which provides for a statewide campaign.

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To Record Experiences

A record of experiences will be written by chairmen of subcommittees of the committee of 100 which managed [illegible] recent International Sunday School [illegible] vention held in Chicago. The [illegible] ces together with suggestio[illegible] ducting the work of each [illegible] be forwarded to the N[illegible] school leaders to g[illegible] preparations for [illegible] the next conve[illegible] in that city [illegible] the minu[illegible] also b[illegible] mitt[illegible]

the observance of the day has been issued by the commission, which represents all the denominations included in the Federal Council of Churches of Christ in America.

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To Aid the Unemployed

An industrial plant and lodging-house for unemployed men will be established in connection with the Grace Methodist Episcopal Church if present plans of the pastor, the Rev. E. L. Williams, are carried out. The work will be somewhat similar to that of the Chicago Christian Industrial League, whose plan of dealing with the unemployed, has been adopted by organizations in Pittsburgh and New York. The Rev. Mr. Williams visited Boston to inspect an industrial plant which is conducted in connection with the Methodist church in that city.

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Drys to Talk Politics

"Politics and Politicians" is one of the subjects to be discussed at the four-day conference of Anti-Saloon League superintendents, workers and friends to be held in the Hotel LaSalle Aug. 3 to 7. The states represented will be Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota and Nebraska. [illegible] opening address will be delivered [illegible] Rev. P. A. Baker, superintende[illegible] Anti-Saloon League of Am[illegible] will give "A Survey of th[illegible] Rev. George B. Saffor[illegible] retary of the Presb[illegible] tension board of [illegible] superintendent [illegible] Saloon Leag[illegible] ing Our C[illegible] hibition[illegible] be d[illegible] B[illegible]

Many daily papers have a religious news department. This sample is from The Chicago Herald.

In cities of the largest class opportunities for large space for non-commercial organizations usually grow smaller, although good ideas of publicity "stunts" find proportionately large rewards. News from churches and charities must in large measure compete with news of all sorts from all over the world, and to be printed must be of the greatest interest. Many papers, however, conduct regular departments devoted to news of the organizations under discussion. The increase in the space devoted to church news has in some cities been rapid, following the insertion of paid advertisements on the part of the united churches. The Chicago Herald each Monday prints a column of newsy notes of the churches, which are gathered by a Christian Endeavorer whose hobby is church publicity, and who does this as a service to the community. The Brooklyn Eagle among other papers, devotes large space on Monday to sermons. Other dailies handle sermons on a news basis, taking extracts from manuscripts sent by pastors on request of the editor.

In large cities publicity for churches can be obtained in a desirable fashion in the community papers, of which, for example, there are thirty or more in Chicago. These in their nature are much like papers in small cities and usually have space available for well written news of local associations.

According to the scope of the publicity plans depends the use of the various means of publicity at hand. The Associated Press, United Press, and other nation-wide agencies use only news of large national importance. In connection with national conventions of all sorts it is wise, however, to write a month or more in advance of the assembling of delegates, asking the nearest Associated Press agency if you can render any assistance in connection with the convention. A program will give needed information as to the importance of the gathering. Advance copies of speeches should always be on hand for news agencies. Attention to this often means much additional publicity. Many magazines are looking with increasing favor on uplift articles, and several have recently printed stories of phases of the work of the Y. W. C. A., the Anti-Saloon League, and similar agencies. The Survey of New York has syndicated very interesting social articles to daily papers.

The success of the publicity agents of "Pastor" Russell in getting "plate matter" into papers, often at a cost of $6 a page to the publisher, indicates one of the many unused opportunities which most religious organizations are allowing to slip past. Editors of some smaller papers, personally interviewed, say they want religious matter and the Russell material is the only plate matter available.

In publicity of all sorts for the organizations under consideration it is helpful to remember that the most successful merchants, usually, are those who make their announcements easy to read, and who offer specific facts. An announcement must be grasped in a few words to get the attention of the largest number of persons. Any circular letter to men should on this account be short, or so broken by paragraphs that the eye can grasp the details easily.

Never force a reporter to leave you empty handed after applying for information. If you can't give the facts asked, tell him where he can get them, or give him something which will enable him to get some news from his visit to you.

News for Monday morning papers is usually more scarce than for any other issue of the week. Mr. Roosevelt, when president, frequently made use of this fact and released stories for Monday.

If papers materially change the items you furnish, try to discover the reason, if it can be done without seeming to criticize the editor for running his own business as he likes. Such knowledge will be invaluable in further publicity work.

In exceptional cases only will papers print appeals for aid, for clothes or money, unless a paper makes it a policy to add to its popularity

in this way. The approximate result of an appeal can be obtained, and with the full consent of the editor, by furnishing interesting facts about the case for which help is needed. When a man's interest is aroused, whether it be over a widow with seven children, or over a college seeking the last $5,000 of an endowment, the money will follow.

Posters have been used in Massachusetts and elsewhere telling of the harmful effects of alcoholic liquor. Bill boards have been used in a number of cities by churches with good results.

Missionaries from foreign fields on trips through the home land by registering from their stations will thus attract the attention of reporters in cities where newsgatherers scan hotel registers longing for something unusual which may promise a good story. When interviews are requested, the missionary has a most excellent opportunity to get straight mission news into the paper, for a city editor will admit as facts, in a direct quotation, much information which could obtain entrance to his columns in no other way.

Pastors who expect to have missionaries occupy their pulpits soon, by giving the local editors or reporters facts about the work of the missionary, will often be able to get mission news into the paper.

The possibilities of foreign language papers

in connection with churches and charities have not been sounded, and in fact such papers are used for this purpose but little. They reach a class of people, which, however, is often touched by no direct religious influence.

Bishop Stuntz of the Methodist Episcopal Church obtained three pages of publicity in the papers of Buenos Aires for the first Sunday school rally and parade ever held there. The spectacular always appeals to papers, as it does to readers.

Always send tickets for entertainments and dinners of a church or other organization to the city editor of each paper. He will probably assign a reporter to cover the meeting. The newspaper man who is made at home at any gathering can write a much better account than can one who is treated as an intruder and stared at, until he takes refuge in the nearest saloon or pool hall, after gathering what facts he thinks he needs from the man nearest the door.

Advertising is a good deal like talking to your neighbor. You can't get nearly so much attention by yelling as by saying something interesting. One's heart must be put into anything which is expected to move men, and the story must be told simply.

Vindication for an unjustly accused immigrant with definite religious news was pushed

into four Chicago papers on the day after Thanksgiving—a dull day—by careful planning. A Russian convert in jail many weeks accused of arson was discharged by order of the judge. He told his story at a mission on Thanksgiving and reaffirmed his faith. The papers were given the facts and were glad to use them. It was a human interest story. The actual discharge had occurred three days before. By having the man make his statement at the mission service, additional publicity value was given the incident. Often facts can thus be handled in such a way as to obtain more publicity than would be justifiable if unrelated to each other.

Editorial matter included in news items often causes the whole matter to be rejected. The Sunday school board which sends out items closing with an appeal to ask for literature finds its news emasculated by religious papers. The editorial columns are for opinion, or suggestion, and the editor usually wants to fill that space himself.

Editors cannot be fooled often, they are never fooled twice. No one connected with a non-commercial organization should ask for publicity unless there are facts to back up the stories. There must be actual work accomplished of sufficient breadth to bear the publicity given. Editors, too, are quick to judge the man who seeks publicity for himself rather

than his work, and are as quick to lose respect for the one who asks that something be published, yet insists that his name be not used, when in the judgment of the newspaper man a name is needed as authority for a statement.

Churches or associations must not shrink from publicity if there is aught about them which is not clean and pure. The man who asks that a fact be suppressed is immediately an object of suspicion in most newspaper offices. Editors and reporters usually are ready to give every one a square deal. If an unpleasant incident develops in any organization, the refusal of an officer to admit that he knows anything about it merely whets the appetite of the news-gatherer. More than likely the reporter is then compelled to piece together scraps of information. In its semblance to truth this story may do the organization much more damage than would result from a frank exposition of the details of the occurrence, with an honest appeal to omit embarrassing details, if in the judgment of the city editor that can be done without sacrificing any of the obligations under which a paper rests to furnish its subscribers with the news.

CHAPTER V
THE USE OF ILLUSTRATIONS

Appeal of pictures is universal—Need not use all of a photograph in illustration—Zinc or half tone?—Proper screen of half tone important—Two colors effective—Charts are easily reproduced in newspapers.

CHAPTER V

THE USE OF ILLUSTRATIONS

FEW people ever get so old as to lose their childish liking for pictures. The eye can assimilate more facts through a picture than through the cumbersome process of constructing a mental image from words. The craze for moving pictures is in large part based on this fundamental principle which all good advertising recognizes and uses.

Not all forms of publicity lend themselves to illustration, but in publicity for churches and philanthropic institutions now under consideration pictures may be used in many ways. When there is an opportunity in a daily paper for a descriptive article of the Y. M. C. A., a fresh air camp, or a home for convalescents, photographs of scenes connected with the institution add much to the interest with which the article will be read. The same is true of booklets of all sorts, whether intended for distribution among members of the organization or to attract the interest of outsiders.

In paid advertising, pictures have been and can be used with great effect. The New York Association for Improving the Condition of the Poor has been an outstanding example of insti-

tutions which use cuts effectively in paid advertising. Hundreds of people will recall the picture of Tenement Tommy and other waifs who from the pages of magazines have spoken to those who would help such unfortunates. Pictures of children, specially children unconsciously doing something, make good subjects.

Care must be taken in all publicity pictures to get photographs which illustrate rather than those which merely adorn the subject matter. Many a commercial advertiser may use the face of a pretty girl to draw attention to his wares. These concerns are learning, however, that unless the pretty face is vitally related to the product for sale, the attention of readers seldom strays from the face to the text about the goods. Familiar examples in commercial advertising of the linking of the picture to the matter is the view of Gibraltar, made part of the Prudential Life Insurance Company by its repetition. The Eastman Kodak Company naturally can use pictures easily and does it effectively. Automobile companies have scoured the country for new ways of showing pictures of their cars. Most such ads are as conventional as is the advertisement of a church with nothing but a picture of the building, unless that church is or can be made to be distinctive and meaningful.

Churches or colleges in their advertising can

"Tenement Tommy"
Asks for
A Square Deal

HE lives in New York's stuffy tenement district, the most congested spot in America.

In his sultry three-room home there is scarcely space to eat and sleep. His playground is the blistering pavement of the ill-smelling streets, hemmed in by scorching brick walls.

No trees, no grass, not even a whiff of fresh air,—in the only world Tommy knows. Ash cans are his background, and the rattle and roar of traffic his environment.

Tommy's widowed mother is broken with worry; his sisters and brothers are as pallid and frail as he. The winter struggle has sapped their vitality. They are starving for air.

No medicine will help Tommy. What he, his mother and the other children need are: a chance to breathe something pure and fresh,—a taste of sunshine and outdoor freedom,—an outing in the country or at the seashore. But between Tommy and his needs stands poverty, the result of misfortune. He must suffer just as if it were all his fault.

And that is why Tommy appeals for a square deal. Nor does he wish you to forget his mother, or his "pals" and their mothers,—all in the same plight.

This Association every summer sends thousands of "Tenement Tommies", mothers and babies to the country and to Sea Breeze, its fresh air home at Coney Island. A dollar bill, a five dollar check, or any amount you care to contribute, will help us to answer Tommy's appeal.

Send contributions to Robert Shaw Minturn, Treasurer, Room 204, 105 East 22nd Street, New York City.

NEW YORK ASSOCIATION FOR IMPROVING THE CONDITION OF THE POOR

R. FULTON CUTTING, President

SUGGESTIONS

- A lawn sociable by your class, Sunday School or Club.
- A card party at your summer hotel or camp.
- A subscription among your friends.

An effective appeal for funds which illustrates use of an "outline cut."

often make use of a doorway, a gate, or a tower as an illustration and as a trade mark, which, accompanying all advertising matter, adds to the effectiveness of the text. There is a greater range possible to colleges than to churches, although institutional churches afford excellent opportunities for pictures of groups studying or working in class room or gymnasium. Colleges may get good action pictures at athletic meets and class contests. Pictures must, however, be chosen with due regard to the sort of people which it is hoped to reach. Men and women who want to learn stenography and bookkeeping to furnish them a livelihood have little interest in pictures of gospel teams which may have been sent out by a school. The interest of those who wish to fit themselves for immediate earning power is in those who have through that school obtained good positions. Pictures of these former pupils, photographs of the business houses in which they are employed, or diagrams of their earning power before and after will attract possible students.

In the same way, a Y. W. C. A. seeking to draw foreign speaking girls to its building may better use pictures of night classes or social gatherings, rather than a photograph of a group of the managers of the institution. The class to be reached should be appealed to through pictures of things which will impel them to act

as you wish. Five minutes spent in imagination with those whom you desire to attract will do much to prevent the use of less effective pictures.

Care, too, must be taken to choose the best part of the best picture. Because the camera happened to include a certain portion of a crowd or scene is no reason why all of it should be

The prow of the boat outside the circle gives distinction to this cut.

shown in the cut. By eliminating those portions of the photograph which are not specially relevant, or which are less important, the essential parts of a picture can be emphasized. Two cardboard right angle pieces are useful to move about over a photograph until the most effective portions of the picture are discovered.

The question whether the cut to be used shall be a half-tone or a zinc etching may be answered in view of the thing to be portrayed and the kind of paper on which the cut is to be printed. A half-tone reproduces the light and shadow of

a photograph. A zinc etching reproduces only lines and can be made best from a drawing on white paper with india ink. Half-tones for best printing require a smooth finished paper; zinc etchings may be printed on rough or smooth paper.*

Half-tones may be made in a variety of ways with corresponding effects. In a group, when only one person portrayed is wanted for the cut, the others may be retouched by the artist at the engraving shop without injuring the photograph. If the picture has a broken sky line it often is effective to outline the cut, so that all the grey effect of the sky is cut away. By vignetting the figure may stand out with the background disappearing gradually. These processes add a little to the cost. Wood cuts, once used largely, are favored for some sorts of advertising work, but need not be considered here.

A stereotype or electrotype is a printing block made from a half-tone or zinc etching or from type, by depositing metal in a wax or pressed paper impression of the thing to be copied. As in all copying, there is a slight loss of sharpness. Electrotypes are often made of etchings or half-tones when it is expected that originals will be worn by the number of thousand impres-

*A full technical discussion of cuts may be found in Stelzle's "Successful Church Advertising."

sions to be made from them. "Mats," pressed paper matrices, may be sent to papers having stereotyping plants, in connection with some campaign in which it is desired to have a certain diagram or figure used by many newspapers. Stereotypes of half-tones should be used cautiously and only when one is familiar with the kind of work done by the shop and the kind of paper on which it is expected to use the stereotypes.

Half-tones are the most expensive plates, barring those designed for color printing, and cost about 15 cents a square inch with a minimum charge for square cuts of about $1.50. Thus a cut the size of a thumb nail costs as much as a plate two by five inches. It is rarely wise to take all one can get for his money, however, as the space in which the cut is to be used, is, or ought to be, too valuable to waste on something which can be condensed into smaller compass. Etchings cost 6 cents a square inch or less, with a minimum of about 60 cents. Electrotypes are cheaper.

The higher the finish on a paper, the better printing surface it presents for a half-tone—and the more it costs. The difference, however, between good and poor paper on a small job is very small. A rough paper cannot be used well with half-tones. For this reason, in part, many pictures in small daily papers do not

print clearly. Larger papers make their own cuts to suit their conditions.

Half-tones are composed of masses of small dots closer or farther apart for shade or light. These are formed by the crossing of fine lines in a screen placed in front of the plate during the process of making the half-tone. These screens have a certain number of lines to the square inch, and the screen must be specified, or indicated, when a half-tone is ordered. The screen for newspaper cuts is about 65, for magazines and books 120 to 150. For general use in circulars and booklets 120 and 133 screen will usually be found serviceable.

In attempting to get pictures into large daily papers, or weekly or monthly publications, it is usually wise to send photographs rather than cuts, unless inquiry has first been made. The screen of a half-tone may not be right, or the size may not at all fit in with the editor's idea of "make up."

The use of two colors in a booklet or similar piece of advertising gives it many of the attractive qualities of an illustrated job. A pretty effect may be obtained by printing a light tint as a background, or as a delicate border on each page of a booklet. Half-tones always print best with black ink on white paper. Colored paper or colored ink usually detract from sharpness of cuts.

On a job for which considerable money is available, some of it can well be spent on art work on photographs. A woods scene with a winding road can be made so that the road winds into the printing matter. Hand lettering by artists on a half-tone is also effective at times.

A picture speaks the language of every nation and every age. If charts are effective in a lecture before 300 people they will be fully as effective when printed in a paper reaching 30,000 homes. Where there is a campaign covering a city or state, and statistics can be used, charts showing the figures in graphic form will drive the lesson home. When charts are planned for a certain newspaper space, a column for example, they should be proportioned so as not to take up more space lengthwise than is needed. Snap shots of a boys' camp, a Sunday school picnic, a gymnasium class will interest thousands of possible patrons of a Christian Association or church. People who care to see the effectiveness of the advertising of their church or charitable institution increased might offer to pay for having cuts made for use in circulars and similar matter. It is an investment which ought to pay big dividends.*

*C. F. Reisner's volume "Church Publicity" (The Methodist Book Concern) is helpful in suggesting many uses of stock cuts.

CHAPTER VI
CHURCH ADVERTISING

Missionaries in Japan announce in papers that they will answer inquiries about Christianity—Church has nothing it cannot say to general public in print as well as in stained glass environment—Reading of announcements from pulpit is elementary advertising—Publicity of various parts of church organization to increase cohesion—Examples—Survey should precede advertising—Let city know where your church is—How to gain special attention—Use of electric signs, billboards, cards—Tickets good for children—Paid advertising by churches alone or with others of a city?—Go to Church campaigns—What church news will papers print?—Publicity committee—Don't be afraid to use publicity solely because you have never done so.

CHAPTER VI

CHURCH ADVERTISING

THIRTEEN years ago a missionary in Japan advertised in the papers of the town where he was stationed that those who were interested might get from him information about Christianity. Mimeographed Bible lessons were distributed and finally a weekly paper was established. A number of missionaries have adopted the same method to awaken inquiries, some offering literature, others putting the straight evangelical message in the papers in space paid for by the mission station. This fact is stated on the authority of Earl Herbert Cressy writing in the Chinese Recorder of Shanghai, September, 1913. The same plan is being adopted, he says, in China. Much the same use of papers has been made in Cairo by Dr. S. M. Zwemer in reaching the Moslems. It seems a perfectly sensible thing to do. If you want to reach people who want to know about the gospel, let them know where such information may be found. The world around, newspapers are read more carefully than anything else.

The full development of the unification of denominations is coming in China and Korea.

It would not be surprising if the custom of advertising for souls would also come from the Far East.

When men have overcoats which other men need, they say so in the newspapers. Important as overcoats are, salvation is much more so, yet for the most part salvation is talked of only in large auditoriums. To find these meeting places one must walk the streets or ask someone where they may be found. Why should not the churches say in the papers what is said in the pulpits? Why should great energy be expended to draw men to a certain spot to hear certain truths when the germ of the same truths can be presented to them in their homes? The message of life is not a thing which must be spoken of in whispers in rooms adorned with stained glass. Christ sought the multitude wherever the people might be found. The people of this day are found by the daily newspaper, no matter where they are.

There are scores of objections revolving about the lack of dignity in preaching the gospel in the public prints. Men have been trained to think of the church as a thing apart, a thing which would be cheapened by too close printed contact with the world and its bacon, its hardware, its clearance sales of shoes. The cynic may inquire whether this very fact has not contributed largely to lack of more rapid prog-

Telephone Courtesy—A Business Asset.

Bad 'Phone Manners Lost Order.

A certain textile house in this city lost a $3,500 order yesterday through a display of bad telephone manners on the part of the girl in charge of the house switchboard. According to the buyer, he called up this house rather early in the business morning and asked to speak to the manager. The girl had evidently been instructed to take the names of persons calling, but had not been told how to do it. Instead of asking, "May I have your name?" or "Who is speaking, please?" she demanded sharply, "Who are you?" To this the buyer said he answered: "I'm a man who is through buying from your house as long as you are there." He said that he was not going to ask her discharge, but that he was going to buy somewhere else until the house got a girl who knew that "the voice with the smile wins."

New York Times.

Incidents like the above prove the importance of telephone courtesy as a business asset.

Again we suggest our little motto, "The Voice With The Smile Wins," and its adoption by every telephone user who would get the most out of his telephone service in dividends of good will, closer friendships or increased business, based on courteous, satisfactory treatment of telephone buyers.

Telephone users who maintain over the telephone the same standards of courtesy that obtain in a face-to-face conversation, build for themselves a business asset of lasting value.

"The Voice With The Smile Wins."

NEW YORK TELEPHONE CO.

An indication of extent to which the new spirit of advertising is affecting corporations. A telephone company buying high priced space in a New York City daily to urge courtesy! (Worthy of study for arrangement of type.)

ress on the part of the church. It will not do for those who would see the power of Christ extended to dismiss without investigation any means which will bring the truth nearer to the hearts of the great mass of people. The church has nothing to be ashamed of. Its foundation has remained unshaken through the storms of centuries. It will lose none of its power by appealing to men to lead the upward looking life no matter how the message may be presented to them.

No organization in the business world, of the size of any one of the branches of the Christian church, is progressing at as slow a rate as is the church. Through tremendous personal efforts, individual congregations here and there are growing, yet every denomination has hundreds of separate organizations which are no larger today than last year. Business methods are coming to be applied to the financial side of church work and have produced immense returns. They have followed the same laws of publicity which are here suggested for the strictly evangelical message of the church.

Merely telling in attractive form what may be found in the church will not fill the pews at once, although this is often the result. Men do not quickly surrender habits which they deem pleasurable. Not often can they be taken by storm. An advertising campaign must be

looked upon as a siege. There must first be established a feeling of confidence toward the church. One does not gain confidence in the friend of a day. You are urging a man to invest his life in your enterprise when you ask him to become a Christian, and he is not nearly so sure of the future profits as are you.

A man who has been nurtured in the well-established habits of the church can with difficulty bring himself to believe that the force which is doing so much for business and commerce can be harnessed for religion. He must overcome his natural inertia in trying this new thing, and if he be a pastor he must not too suddenly shock the sensibilities of the good people who make up his congregation. Is there, however, much difference between reading from the pulpit a notice of the holding of an ice cream social next Friday and the putting of the same facts into type in the local paper to be read by the people? The information reaches them through the eye instead of the ear. Sermons are prepared to reach the people who come to church. The same facts in slightly changed form might with equal propriety be used to reach people who don't come to church.

The reading of announcements from the pulpit is the most elementary of church advertising. It is advertising the work of one part of the organization to the whole congregation. The

next highest form is the printing of the same announcement in the bulletin or calendar.

In all publicity and advertising, as has been mentioned before, the advertiser connected with non-commercial enterprises will profit by remembering that the publicity directed to reach those already members of the organization should differ from that aimed at those who are without the association. Advertising in one class helps the other, but the various problems can be analyzed best by separating the two.

Every church which expects to do aggressive work must be sure that all of the present members are pulling together and all working toward the end for which the church was established. Information within the church as to the extent of the activities of each organization is useful to accomplish this result. If the women know that the boys of Mr. Smith's class are meeting in the teacher's barn after school to make tables for the classes in the primary department, the women ought to sew on garments for the family of the South Dakota minister with greater zest. News of the activities of the Christian Endeavor in raising money for the Indian lepers will stimulate the trustees to help the session with the every member canvass for benevolences. The church as a whole organization must be at its best before any special effort can be made with success to enlist outsiders.

The spreading of this information inside the church can be accomplished through well put notices from the pulpit, in the printed calendar, on the bulletin board, or by interchange of items of interest between officers of the various constituent organizations for the enlightenment of the members of each of the various bodies making up the church.

The local newspaper can be used in the same way. Attendance in Sunday school can be built up and regularity established by items in the papers about the school and its activities. The children will read those items with swelling chests, "that's our school, here in the paper." Loyalty to its services will be engendered. Parents reading the items will recall that Mary didn't get up early last Sunday and didn't get to the service. Next time Mary may be urged to get to Bible school and on time. In the same way Mrs. Jones, who never goes to church in the evening, may through the paper find that really interesting things which she should hear are being discussed in her church. If the young people's society is awake and does things which are worth publishing, other young people in the church will get the habit of dropping in to the meetings. New blood in the various societies will be encouraging and the work will grow. Of course, the same news items which draw adherents of the church into closer relationship

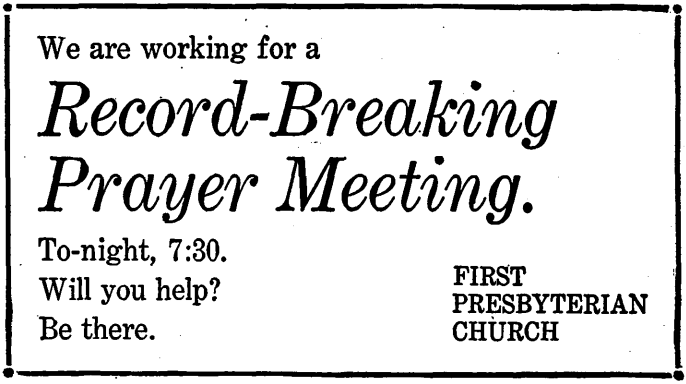
with the organizations will serve to attract to the live church those who usually attend no services.

Clever posters in the vestibule of the church can be used to good effect in letting the congregation know of coming events in the Sunday school, or missionary society, or Boy Scout patrol. Presenting the work of an organization in concrete form advertises it to the congregation. Special services of the Sunday school in the church, having the Boy Scouts wait on table at a church social, a special feature of a program by some organized class of the young people's organization—all these things help bring the organizations to the notice of the adherents of the church. This discussion presupposes a disposition on the part of church members to welcome additions, treat the newcomers cordially and make a place for them in the organization.

Detailed knowledge about one's actions is always interesting. It will surprise the members of some churches, for example, to know that only one-third of the adherents contribute anything to missions and that half of them pay nothing regularly towards the pastor's salary. The fractions may be wrong for your church, but the facts may surprise even the officers. The per capita gifts to missions during a year and the comparison with other churches will

excite interest; so will the number of families represented in Sunday school and not in church. Churches in cities where a census is made of the total number of church members who go to prayer meeting are astounded by the proportionably small number of those who attend.

Such an investigation into the inner workings



Good use of type and white space. A post card effective in Joliet, Ill.

of a church, in addition to supplying information, will provide stimulus for decisive action. It will also point the way to the need of work on the part of the congregation. If the prayer meeting is not well attended, advertise it, make it popular. If the Bible school attendance is falling off, get the children to talk about the school. If only a handful comes to the Sunday evening service, let the men devise schemes to invite other men, let the pastor study the type

of sermon he delivers and let him revise the order of service and keep revising it until he finds what the people of his community like best.

In the same way a census and an analysis of the community outside of the church should precede any advertising campaign. What is the greatest religious need of the town or that part of the city served by your church? Are there too many churches? Are there too many places of low moral tone which prevent the development of righteousness? Should the law be enforced, or should the pastor strive to persuade men to righteousness so that the resorts will vanish for lack of patronage? In Chapter I there is an excellent analysis of a commercial institution, which can be applied to a church with equally good results. In most communities the church has been doing its work in its own established way so long that the need for a survey has not been recognized. Possibly the first step toward getting a survey will be to advertise the need of one, and show the advantages accruing to other churches through similar means.

Perhaps a deepening of the spiritual life of the church is the greatest need, and some one will think at once that advertising won't help here. But the session may decide that the best thing is to have a series of special meetings, and advertising is vitally needed to get people

to those meetings. There are few needs of a church which will not be met by the intelligent application of the principles of publicity.

Pen and ink sketch of a Denver tower—used on church advertising.

The church building itself is a standing advertisement of the church to those not members. Is the name of your church legible? In a Wisconsin town one summer Sunday I had to

stop three passersby before I made sure that the church before which I stood was the Presbyterian building. And then I had to go to the Methodist service because the Presbyterians had deserted the field for the summer. Perhaps for shame of this desertion, there was no label of any sort on the building. If the sign is on your church perhaps people in the next block have never read it. Investigate! A clerk of a hotel for twelve years in an Iowa town of 15,000 didn't know where the Disciples church was. Another hotel clerk, standing at his desk two blocks from the Presbyterian church, told a stranger that it was the Baptist structure. A stranger seeking a Methodist church in a suburb of Chicago had to ask seven people and walk six blocks out of his way to reach the building. When he started he was four blocks from his destination. A Baptist pastor in St. Paul, Minn., instructed his people to address every street car conductor to whom they paid a nickel and ask where the First Baptist church was. If the public servant didn't know, he was told. Effective publicity!

Special services, special speakers, special things of any sort, providing they are interesting, are useful to attract attention to a church. They provide a peg upon which to hang news stories of an acceptable character and bring outsiders to the church. Upon the character of

the attraction depends the question of their future attendance. A quartet of bell ringers may draw sinners, but not to repentance. A lively committee shaking hands judiciously with strangers on such an occasion can invite them to regular preaching services in an effective manner. Department stores manufacture challenge sales, drug sales, clearance sales, midsummer sales, and forty-nine other kinds to keep customers coming to their store every week of the year. Can churches in a dignified manner find as many excuses to ask people to come to services—if the same amount of brain power is applied to the job?

Obviously the more a church can do for a community, and the more it leads the community activities, the greater hold it consequently will have upon the favorable consideration of the people of the town. To this end work for boys and girls, forums for discussion of popular subjects and a host of other schemes modified to fit the community, can be undertaken. All of these not only cause the church to be spoken of favorably by one person to another—the most valuable kind of advertising—but they all provide possible news stories. This cooperation with the press extends the power of the service which occasioned the story and impresses the church on its possible "customers"—the nearby unsaved.

All of these things a church can do, without in the least offending the most conservative member who, for some reason, may object to the aggressive measures which many congregations are now taking to attract people to the services. Not a few churches in these days make large use of electric signs. The cross in electric light on the spire of the building is used with striking effect in some cities. The name of the church spelled in light over the main entrance is used by many down town churches where the illuminated flashing invitations to eat, drink and be amused beckon the passerby. Billboards have been used by some churches, although the number is perhaps fewer than those which use paid space in daily newspapers. During revival campaigns, or at times of special services of any other sort, the billboard is a most helpful adjunct to other forms of publicity. Persons will see a message on a billboard who may not be reached in any other way. Some ministers have found billboards especially valuable at street car transfer points. There is, however, less opportunity to choose the company a church ad may have on a billboard than in a newspaper, although in some cases this can be arranged.

The job printing press is used in various ways to arouse interest in the church and its services. Cards of invitation of many forms are issued.

Circular letters at the first of the year, or at other times, are used by many pastors. Boys and men will pass out cards of invitation and announcements when they will not say the more compelling personal word. On these cards thought and care must be expended. They must be attention compelling and illustrated if possible. The illustration, and the catch line, should, however, be vitally related to the message which the card carries. Some pastors who have had large results from advertising have advised the use of jokes or catch phrases merely to catch attention: "I Hope 2 C U There," "Every Night U R Invited 2 Come." This sort of advertising was current in commerce forty years ago and the church should be saved the loss of passing through a similar period. People may read a joke on a card and may attend the church whose name is at the bottom of the card. The second act is as likely to be a coincidence as it is a result, and the card will fail to reach many others, some of whom may be repelled from an organization which uses such means to attract people. They may well expect from such a card to see a vaudeville actor in the pulpit. The advertising and literature of every sort should reflect the dignity and yet the good fellowship of the church.

A card of invitation should be in evidence at the hotels and stations or other common meet-

ing places of men. Wherever a man is likely to ask about a church your church ought to be represented in some way, to give him the information he wants. Pastors might well seek the acquaintance of hotel clerks for this reason alone.

A booklet giving a description of a church, something of its history and accomplishments and a showing of the places where a newcomer may find work in the congregation can be used effectively by many large congregations. Such a booklet will go far towards interesting the traveling man weary with the Sunday morning paper. Central Presbyterian Church, St. Paul, Minn., is one of the churches using such a booklet successfully.

Children are attracted by cards more than grown persons, perhaps. Pictures on these invitations to the young folk can be used to good advantage. Novelties of any sort will usually attract children to a special service. If the card of invitation is made in the form of a ticket of admission it will be treasured. Dr. C. F. Reisner of New York used to advantage an admission ticket to a moving picture entertainment for children. The cards were distributed on Sunday, good the next Sabbath. They were kept about the home for a week and served to advertise the church to elders as well as to the children.

The sale of stock certificates in mission enterprises or in debt raising campaigns is often successful. This phase of publicity for churches infringes largely, however, upon plans of church work which have been treated fully by more experienced churchmen.

Paid newspaper advertising by churches seems to be sweeping the country. Church federations in many cities, following the lead of Baltimore, have published plain talks to non-churchgoers about their relation to the church and the church's relation to the community. Under these ads often are printed the names of the cooperating churches, and sometimes each church buys what space it cares for to announce its location and reasons why one should attend there. Churches and newspapers are both coming to agree with the report of the Publicity Commission of the Men and Religion Forward Movement that the routine announcements of the location and pastor of a church should be paid for as advertising and not be urged upon the editor as news. Many churches have for years carried paid advertising in papers. This was one of the hobbies of D. L. Moody, and Moody Church, Chicago, has always done extensive and effective paid advertising. Whether or not an individual church should do much paid newspaper advertising depends upon its location, the people it seeks to reach,

A WORD TO THE CHURCH MEMBER

A few weeks ago the head of a family in Germantown was invited to a United Presbyterian Church. His acceptance was prompt and suggestive.

"Wife and I have been reading those Church advertisements in The North American, and they convinced us. But, actually, we did not know just where to go or how to start in. If your Church wants us, we shall be glad to attend."

The Publicity Committee's advertisements have made it easier for church members to talk with neighbors about the Church.

The printed invitations should be supported by the spoken, personal word, for which they have prepared the way.

Everybody now knows about this new Church Publicity. So the subject of this advertising makes a good starting point for a conversation.

This display advertisement is prepared and paid for by the Publicity Committee of the Associated Churches of Philadelphia. Edward H. Bonsall, Land Title Building, Chairman.

Baptist

BLOCKLEY, 48th and Wyalusing. Dr. CLARENCE A. ADAMS, Pastor.

International Bible Students

INTERNATIONAL BIBLE STUDENTS. H. E. Rathbon, of New York, will address the International Bible Students' Association (colored) afternoon, 3:30, at BROAD STREET DRAWING ROOM, 716 North Broad (rear), at 8 o'clock, song service from 3:30 to 3. This lecture, and those to follow, will make clear many Bible questions long shrouded in mystery and doubt. YOU should hear them! ALL WELCOME. SEATS FREE. NO COLLECTION.

Lemon Hill Association

LEMON HILL ASSOCIATION

"RUNNING FROM GOD"

LEMON HILL SERVICES.

10:30 A. M., 8 P. M., 7:30 P. M.

ALL WELCOME—ALL.

Lutheran

MESSIAH LUTHERAN, "THE FRIENDLY CHURCH," 16TH AND JEFFERSON STS. DANIEL E. WEIGLE, Pastor. CHAS. H. BOWER, Visiting Pastor. Union Services, 10:30 A. M. and 8 P. M. 7:45 P. M.—Organ Recital: Edward Kolleck, Dorothy Johnson Basler, Harpist. Excellent renditions by the Quartet.

TABERNACLE, 25TH AND SPRUCE. WILLIAM J. HEISER, Jr., 10:45, 7:45. Sunday School, 2:30 A. M.

Methodist Episcopal

ARCH ST. CHURCH, BROAD AND ARCH. VIRGIL E. RORER, Minister. 10:30, "The Fellowship"; 7, Christian Endeavor; 8, "A Wall Springing Up."

CHESTER HEIGHTS CAMP MEETING July 29-August 4: exceptionally fine program, speaking and music; send for free illustrated book.

SEVENTH STREET, 7th and Norris. ROBERT E. JOHNSON, Minister. Services, 10:30 and 7:45; S. S., 2:30.

COOKMAN, Lehigh ave. and 13th st. EDWIN FORREST HANES, Minister. S. S., 10 o'clock. Worship, 11 and 7:45.

FLETCHER, 54th and Master. Rev. R. H. CRAWFORD, 10:30; S. S., 2; P. M.

Presbyterian

TENT AND OPEN-AIR SERVICES 5th and Reed, Evangelist Thomas Needham; Front and Washington, Rev. M. C. Ferguson; 6th and Dickinson, Evangelist S. S. Aikman; 6th and Butlonwood, Prof. J. J. Lowe; Ontario and H, Rev. W. B. Lower; 10th and Kimball, Rev. A. Stasio; 54th and Westminster, Rev. M. Mucci; Automobile No. 1, Evangelist R. M. Honeyman; Automobile No. 2, Evangelist P. J. Lane; Wayside Mission, Masers. Rosh and others; Noonday Services, City Hall Plaza, Franklin Square, Cramps' Shipyard. Noon Rally in Westminster Hall, Monday, 12 o'clock. Public cordially invited.

THE CENTRAL NORTH BROAD STREET PRESBYTERIAN CHURCH BROAD AND BERKS STS. Rev. ROBERT HUGH MORRIS, D. D., Pastor. Sermon 10.45 A. M. by Rev. William Galbraith, of the United Free Church, Scotland. You are specially invited to hear this eloquent Scotch preacher. No evening service.

THE CHAMBERS-WYLIE MEMORIAL PRESBYTERIAN CHURCH 3RD AND BAINBRIDGE STS. BROAD STREET BELOW SPRUCE. Rev. JOHN GRANT NEWMAN, D. D., Rev. W. J. BROWN, D. D., Pastors. Rev. JOHN CLARK HILL, D. D., of Springfield, O., will preach at 10.45 A. M. Theme: "The Misunderstood Christ." Wednesday evening at 8 P. M.—Prayer meeting. A cordial invitation is extended to all.

BETHANY PRESBYTERIAN CHURCH 3D AND BAINBRIDGE STS. Services by the Pastor, Doctor JARVIS. 10:45 A. M.—Subject, "Whither and to Whom?" 7:45 P. M.—Subject, "The Carpenter." Professor March and his big choir will lead the singing. The public cordially invited to all services.

FOURTH PRESBYTERIAN CHURCH 17TH ST. AND KINGSESSING AVE. Rev. JOHN T. REEVE, D. D., Minister. Church and school open all summer 10.45 A. M.—Subject, "Christ Is Your Life." 7.45 P. M.—The Great White Throne." Great summer Gospel services in the evening. Public cordially invited to all services.

GASTON PRESBYTERIAN CHURCH 17TH ST. AND LEHIGH AVE. Rev. WALTER S. GREENWAY, Pastor. 9.45, Sabbath School; Sermons, 11 A. M.; "Communion"; 7 P. M., "The Call Sounds"; C. E. P. M. Everybody Welcome.

GREENWICH ST. PRESBY. CHURCH Dr. Hutton, Pastor. Rev. G. Secket, Asst. Preaching next Sabbath at 10.30 and 8

Presbyterian

WALNUT ST. PRESBYTERIAN CHURCH WALNUT ST. WEST OF 18TH. Rev. JOHN A. MacCALLUM, Minister. 9.45 A. M.—Sunday School, Bible Classes. 11 A. M. and 8 P. M.—Sermon by Rev. Clarence B. Hills, Minhinnawa, Pa.

ST. PAUL PRESBYTERIAN CHURCH 50TH ST. AND BALTIMORE AVE. Rev. J. BEVERIDGE LEE, D. D., Pastor. 10.45 A. M. and 7.45 P. M.—Rev. WILLIAM W. HALLOWAY, D. D. OF MORRISTOWN, N. J., WILL PREACH.

Protestant Episcopal

ST. MARK'S CHURCH 16TH AND LOCUST STS. 7 A. M.—Celebration of the Holy Communion. 10.30 A. M.—Matins. 11 A. M.—Choral Eucharist. 8 P. M.—Choral Evensong. Weekday service—7, 9 A. M. and 5 P. M.

ST. MATTHEW'S CHURCH GIRARD AVENUE AND 18TH STREET. Rev. CHARLES PIERCE, D. D., Rector. Services, 8, 10.30 A. M., 7.45 P. M.

OLD ST. PETER'S CHURCH, 3d & Pine. Services—7.30, 11 A. M., 4.30 P. M., 8 P. M. S. S., 9. C. E. M. Jeffers, S. T. D., Rec.

Reformed

FIRST U. S. 10TH AND WALLACE STS. Rev. H. APPENZELLER. Sunday school, 9.45. Morning worship, 10.30. No evening service.

TRINITY, N. S. cor. Broad and Venango. Dr. Isenberg. Bible school, 10; worship, 11, 8.

FIRST, 19th and Dauphin. Rev. JOHN D. SICKS, Pastor. S. S., 9; P. M., 3. Corner stone laying, July 26, at 3 P. M.

United Brethren

SECOND CHURCH, 25th & Catharine sts. Services—10, S. S.; 11 and 8, Preaching.

United Evangelical

CHRIST UNITED EVANGELICAL— 19TH AND OXFORD STS. 10.30 A. M and 7.45 P. M.

Christian (Disciples of Christ)

THE FIRST CHRISTIAN CHURCH, Belmont above 11th, lower S. Chamounix, 11 A. M.

Franklin Home

FRANKLIN HOME FOR THE REFORMATION OF INEBRIATES 911-913 Locust st. Sunday, 3 P. M., services conducted by James W. Washington, Esq.

The way Philadelphia churches reach the people—a summertime example. The Baltimore News before Christmas Sunday, 1914, had paid announcements of 122 churches, occupying a total of over five pages.

and the faith of its members. There is no doubt that in many places, large and small, such advertising is profitable to the churches. When the churches of a town, or most of them, unite in a joint campaign, the largest community value from such paid advertising is obtained.

Proof of this value of cooperative effort has been found in the page and half page ads which have been used in large dailies of the country. This form of advertising was strongly urged by the Publicity Commission of the Men and Religion Movement, and William T. Ellis, secretary of that body, has done much to further the idea, especially in Philadelphia. One of the first papers to cooperate to a large extent with the united churches and individual congregations was the Baltimore News. The plan of this paper and others is to run a half page general ad directed to those who do not usually go to church. The lower half of the same page is filled with small announcements of individual churches. In Baltimore the upper half of the page is paid for by an individual on behalf of the churches. He believes that much good can be done through intelligent publicity and is willing to back his faith with cash. May his tribe increase!

The same general plan is followed by an increasing number of papers in large cities. At least a page of live church news is furnished by

the papers to attract readers to that part of the journal.

Advertisements have been used in various places for a specific purpose, and this use of the printed page will probably increase. The men of Atlanta, Ga., drove commercialized vice from their city by this means. Similar results were obtained in Lewistown, Mont. In Tacoma a group of citizens used advertising in an effort to stop Sunday sports. Some cities have spent for advertising the money which otherwise would have gone into a special revival effort, and the effect is said to have been good. Brewers use advertising when the activities of citizens against their business become too "pernicious." It is believed that the liquor interests hope thus to influence the papers so that no support will be given their opponents. Churches have no need to advertise to get the support of papers, but ads can be used effectively to rally to the standards of righteousness all the good citizens when some measure in city or state legislature is in the balance.

Another successful use by churches of publicity for a definite purpose has been the wide spread application of printers' ink to the problem of getting people to attend church. These Go-to-Church campaigns have in the larger cities been planned and executed with as much care as to detail as any advertising and

Rain or Shine Balmy or Blizzard Feel Like it or Not

In spite of weather conditions or personal inclination we ask your help next Sunday.

The thing we have set our hearts on is the filling of every Estherville church that day to its last seat, and then some.

Let the paper wait till after dinner and bring the folks with you. All that is needed to make this rally a splendid success is your help. You'll be there?

United Churches I. T. A. Committee

Two column ad used by united churches of Estherville, Ia., in preparation for Go-to-Church Day.

selling campaign ever devised by the publicity forces of a house about to put forth a new breakfast food. No idea in cooperative church work in a half century or more has done so much to get the churches, as organizations, before the people of a community. If people go to church once, they ought to want to go again. On the other hand, if the things for which the church stands can be brought to them with sufficient force, they will want to go to church. The use of the plan is fully as important as the plan itself.

The details of a Go-to-Church movement must be adapted to the community. The manager of the movement should have in himself, or in some one closely associated with him, a well developed publicity instinct. Every medium of publicity ever devised for the exploitation of a commercial commodity may be used. Newspapers recognize the large news value of such a movement. In fact, in many cities the papers have been the first to urge the matter, and the pastors of all denominations have been glad to take advantage of the opportunity to get the community thinking about the church. So far as the papers are concerned in such a campaign, the main difficulty is in finding news enough to provide something fresh each day. One of the stock methods of keeping up interest is a proclamation by the mayor of a certain day on which

every one is urged to go to church. Stories of the novel advertising schemes to be used later in the campaign furnish news items for some days. These schemes may include the use of billboards, moving picture screens, cards to be hung on milk bottles and door knobs, banners across the street, street car cards, inserts in pay envelopes of large factories and other devices. In a Chicago campaign which reached an enormous number of persons all such advertising was donated, managers of various printing plants, in many cases not church goers, being ready to help the cause along when they knew others were contributing time and material.

The relation of churches to the advertising department of the newspapers has been considered much less than the more common relation to the editorial department. Churches as a rule have not yet awakened to the large power of paid advertising to reach men. Many pastors have never thought of it, and not a few trustees would think their pastor a strange sort of person to suggest use of money for such purpose. Churches are, however, discovering that they have not cooperated with the newspapers to the extent that is possible in the way of furnishing news. Some pastors and evangelists have long been aware that they can add considerably to their personal reputation by con-

All Lodge Members

Are especially invited to help us break the record for church attendance next Sunday. Of course a good proportion of you go any way, but we'd be mighty glad to have the rest come too—all the while for that matter,—but any how next Sunday. And bring the folks. The more the better. Everybody counts. Estherville breaks records. Church attendance is the one we are after just now and with your help we'll get it.

—United Churches I. T. A. Committee.

Churches in small cities, as well as those in larger ones, may advertise profitably.

stantly sending the papers material about their work. It is true that the work of a church centers about an individual, and that individual must assume a prominent place in print, but there is a marked difference between the man who is not afraid to see his name in print for the sake of the work and the man who wants his name published for the sake of what he has done.

It is a question with many pastors just how they ought to treat the newspapers and the many requests which come for news or sermons. No man should refuse to take advantage of an opportunity to make the church better known because his name figures in the account. Reporters should be trusted as friends anxious to help. Time spent in explaining matters to them, even though the hour be well after midnight, is usually well used.

The church is the center of one of the biggest elements in human life. There is news value in what the church does, but many pastors fail to see the difference between news and announcements. William T. Ellis prepared for the United Missionary Campaign of 1913-14 a leaflet containing many suggestions in regard to the promotion of Christian publicity. His definitions as to what constitutes news from a church standpoint will be helpful. They grow out of large experience in religious publicity.

"What is News?—Whatever is new and important is news.

"New forms of service, new workers, new organizations, new buildings, new members, new gifts, and the unclassified and unpredictable—this is church news.

"Whatever in a church touches the life of a considerable number of persons is news. Thus all civic, state, denominational or interdenominational organizations are a prolific source of news.

"Routine announcements—as that the regular services are to be held and the regular minister is to preach—are not news. They are advertisements, and preferably to be inserted as such. The filling of newspaper columns with these 'notices,' as typical of church news, has given the world an inadequate and misleading impression of the church's mission and activities.

"The congregation's work is a more prolific source of publicity than the pastor's words.

" 'Human interest' items—concerning veterans in service, unusual forms of endeavor, and work in jails, almshouses, hospitals, etc.—are a good sort of news.

"Special church days always afford opportunity for publicity.

"Visitors who are identified with special

forms of Christian work are a proper occasion for publicity.

"Every new missionary who appears in a community affords 'copy' for at least one article.

"Kingdom news is good news, and often better worth printing than local items. Every congregation is a branch agency of a worldwide work, and there is a sound warrant for printing locally the great news about worldwide missions.

"This sort of news, in the form of incidents, statistics, and important generalizations, may be obtained from missionary magazines and missionary boards."

A publicity committee for each church will centralize the advertising efforts of the congregation. It may consist of one or two persons who already know something about newspapers and advertising. They may learn more by reading the available literature on the relation of the press to the church. This committee will be encouraged whenever it is able to find news—or make it—which will carry into the homes of the people of the city some definite suggestion of Christian work or thought.

The furnishing of religious information of a city to local dailies may well be the work of some one man who shall do it for all the

churches. In Chicago for a number of years a Christian Endeavorer, A. G. Fegert, a solicitor of printing, has furnished news of the churches to the Herald one morning a week. He refuses pay from the paper because such work is his hobby. The material is gathered in a few hours by using the telephone. There is no way of telling the amount of good which has been accomplished by injecting into the midst of stories of crime and bloodshed some information of those associations which are upholding the Cross in the midst of the market place. Here is an opportunity for service which any young man may well covet. Similar places can be found or made in any community.

These suggestions for religious publicity have an application to rural communities, to small towns and cities, as well as to larger centers of population. Sermons are very often used in small papers. The question whether an entire sermon or an extract accomplishes the most good is debatable. The number of persons who will start several columns of serious reading seems to be decreasing, unless indeed the author has such a reputation as a preacher and writer that the material carries weight because he says it, rather than because of what is said. Pastors usually can say in 1,000 words so many good things which will help change a man's life, that it is criminal waste of space to lose the chance

of reaching men by printing longer extracts. Two hundred words of the meat of a sermon may reach ten times as many men as would 2,000 words. Such extracts should be revised carefully from the standpoint of a reader who is not of the household of faith, and put into language which the average man will readily comprehend.

Pastors and church members in small as well as large cities can do much to influence the policy of a paper by becoming acquainted with the editor, and as a friend attempting to win him to see things from the Christian standpoint. With him as an ally, the task of using the press to mold public sentiment for good works is much easier. An editor, even if he be a church officer, needs, however, the stimulation of others who have definitely in mind the presentation of church news and ideals.

Advertisements may be used by churches or individuals in small communities, and the cost is very low compared to the expense in papers of large circulation.

It must be remembered that plans which will work in another community may not be at all successful in your own. This fact ought not to be an excuse behind which timid men will hide when faced with the suggestion that they might increase the influence of the gospel by reaching out after men. The suggestions made in this

chapter do not by any means exhaust the subject. Several books have been written on church advertising alone. The examples given may, however, serve to stimulate thought among pastors and church members leading to a wider use of their opportunities.

CHAPTER VII

MAKING KNOWN THE Y. M. C. A. AND Y. W. C. A.

Through the gymnasiums the Associations have received much publicity—Secretaries often fail to help papers—Localize general association news—Newspapers and the annual report—Have catchy cards—Treatment of visitors at building must back up ads.

CHAPTER VII

MAKING KNOWN THE Y. M. C. A. AND Y. W. C. A.

PUBLICITY problems of Christian associations for young men and for young women are much the same. Both want to attract young people to their buildings; both want to spread information of their work among the men and women who support the institution. Young women will, therefore, consider themselves included when reference is made in this chapter to the Y. M. C. A.

Associations seldom have more money than they know what to do with. It takes a secretary with nerve and faith to risk for advertising, cash given him by men of the city, and yet those secretaries who have tried paid newspaper advertising say that they get good returns. But, like all advertising, it must be well done.

An active committee on publicity is a great help to the secretary of any association. If there are newspaper workers in the membership get them on this committee, and open with them the wider aspects of work for men and women, through printers' ink. Such a committee, even though it prove to be of minor assistance to the secretary, may be the training school from which will come effective workers

for the association. If a newspaper man or advertising manager can be thoroughly interested he will be invaluable in suggesting ways of pushing the work which may not occur to those most closely connected with it. In St. Paul one year the local club of advertising men offered to work with the Y. M. C. A. in preparation or criticism of advertising matter. Such points of contact may also be the means of lining men up for very definite Christian work through the things they know best.

The publicity problem of an association is easier than that of some other organizations considered in this book. In gymnasium, swimming tank, educational classes, and dormitory privileges, the association has excellent talking points which a church, for example, usually lacks. In fact the easily uncovered news in the gymnasium has in the past enabled associations to get more publicity than the majority of religious organizations. Despite this fact there has been little or no instruction or suggestion concerning advertising issued by the international committee of either the Y. M. C. A. or the Y. W. C. A.

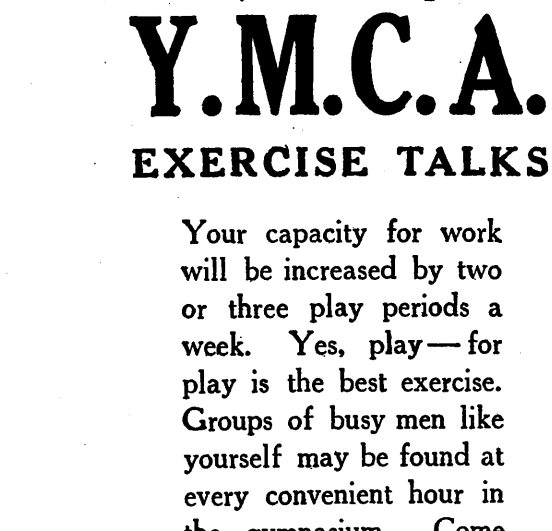
A suggestive volume was brought out a year or so ago by H. W. Stone, secretary of the Y. M. C. A. at Portland, Ore. This has been the means of stimulating many associations. At the first of this book, Mr. Stone says: "If an

association does not have all the members it can take care of, the trouble is not with the young men, nor the weather, nor the political party in power—but with the secretary and the way he advertises. If an association does not have as much money as it needs, ninety-nine chances out of a hundred the trouble is not with the stinginess of the people of the town—but with the secretary and the poor work of the secretary."

Weight is given to this criticism by the success of secretaries whose vision has been broad enough to encompass all means of reaching men. Some executives, on the other hand, have been so blind to their own interests as to fail to make any effort to cooperate with friendly newspaper men who visit their buildings for items, ready to boost the association. As Mr. Stone points out, the local daily paper will put the message of the association into the hands of the people of the city while the secretary sleeps or goes to the ball game. Cards and pamphlets, all right in many cases, must be circulated before they accomplish any good. The newspaper provides circulation machinery automatically.

Many newspapers run a special department of announcements and news of the associations. In few papers is it difficult to gain access to the news columns for items concerning events for

which no admission is charged. To take largest advantage of this friendliness, secretaries should, however, make it a point to be well



Liberal use of white space gave this ad distinction in a Chicago daily.

versed in what papers want, or hire someone who has the news sense.

In the multitude of ways in which the association is of daily service to men and women there are germs of stories which a man with his mind open can see and save for the re-

porters. Items from other cities procured from Association Men or from publications of other associations can be given a local flavor. New plans of work in Cleveland may be announced as under consideration by the Milwaukee directors, after a conversation with one of the directors to make the item truthful, and may lead to an improvement in Milwaukee. On the other hand, an item may show how the system in use in Milwaukee excels that of Cleveland and thus arouse local pride.

The gymnasium with its many athletic contests provides newspaper copy, and the sporting page is one on which it is usually easy to get space. The physical director or the one in the association charged with publicity work must not neglect to give reporters assistance by furnishing tickets to all games with lists of players or other information. The educational classes, especially classes in English for foreigners, are sources of good human interest stories. The religious work director can furnish pictures and biographical material concerning the men who address the Sunday meetings. The beginning of the Bible study course should be given due notice.

One of the large publicity opportunities missed by many associations is that presented by the annual reports. Usually these are staid affairs; four page folders with smaller associa-

tions. The first information offered, as though the most important, is often the list of trustees and directors. If the main object of the report is to impress readers with the caliber of the men and women back of the association, or if the officers are flattered by such prominent notice, it may be justifiable. If, however, the object of the printed report is to get some vital facts into the mind of the casual reader before he tosses it aside, something more to the point about the association should have the place of most importance. Has the association gained; how, where and how much? Answers to these questions will interest the man or woman who furnished part of the money, as well as the "prospect" who wants to get on to the band wagon and join a prosperous organization. A man may contribute or join if he sees the officers listed, but if he knows that each night of the year 125 boys and men were kept off the streets, playing games under Christian auspices, he may be inclined to give or join more promptly. If a man reads that twenty men increased their lung capacity, fifty added weight and fifteen in the gymnasium class evaded the usual attack of grip, he may be induced to join. The man who contributes will, on the same showing, be more inclined to buy health for additional men.

Figures must be given in the annual report, but they must be alive. How many doughnuts

were served in the cafe the year before? Is the dining-room becoming more popular? Was there an increase in Bible study interest? How many foreigners who joined classes in the educational department were able by May to write fairly well in English? Figures in terms of men and women appeal to everyone; figures in terms of dollars and cents appeal only to the most interested.

Handing out portions of the annual report at intervals of two or three days will often get more publicity from the papers than can be obtained by giving a reporter the entire printed statement. Reporters are rather skeptical of the news value of anything so old that it already is in type, especially if a religious organization be involved. As the heads of the various departments complete their figures, let the secretary pass the statistics of greatest news interest to the reporters. People absorb more information from a number of short stories than from one long one.

Upon the wording of matter on cards issued to announce Sunday afternoon meetings depends in large measure the success of these gatherings. The secretary in charge of religious work can well afford to spend as much time in framing the wording of that small card as he devoted to getting the man who will make the address. The talk will fail of its purpose

unless the men are there to hear it. It is not enough to print:

YOU ARE INVITED TO HEAR
Dr. Hezekiah Jones of Boston
give his address,
"An Old Testament Character"
Y. M. C. A.
Sunday Afternoon, 3 P. M.
Good Singing

It is to be hoped that not even the most rushed man or woman in association work will spend much money to issue such an announcement. Try it on yourself. You don't know Jones, and even though you may be interested in the Old Testament, the title has little that makes worth while spending an hour away from your comfortable room.

HE SLEPT WITH LIONS

They were the man eating kind, starved to make quick work of anyone whom the king disliked. But the lions merely looked at their visitor. He was not a professional animal trainer, but—

HE KNEW HE WAS SAFE

Come to the Y. M. C. A. Sunday at 3 o'clock to hear Dr. Hezekiah Jones of Boston tell how he knew. You'll enjoy the singing. It's free. You may meet a good friend there.

The second card in your hands might not draw you to the meeting. The chances are, however, that it would do more to pull you that way than the first one. The second form could be improved by making the name of the association more prominent. It is helpful in writing announcements of such meetings to know something of the theme to be treated, or some details of the speaker himself. If he began life as an office boy, is a converted "bum," or is known for the high position he holds, use the facts to the best advantage in drawing a crowd.

Associations often use window cards to good advantage and these almost invariably attract most attention when illustrated. The action in a basket ball player or a swimmer enables the secretary to have striking illustrations when the event to be announced concerns the athletic side of the association. The picture of a man about to dive is most striking if used in outline, without showing any of the surrounding tank or walls. If a cut is made from a pen and ink sketch rather than from a photograph the result on cardboard will be best.

On window cards, as on all printed matter, the catch line must get attention and lead to the following matter. A man can read two or three small words at a glance. Pack these with meaning and try to touch a deep chord in the casual reader. Home, mother, friends, loneli-

ness and some emotions find universal response. "We cure loneliness" advertises a church club in Chicago. The rooms are crowded. The promise of friends will draw a stranger to the association. But the welcome there must back up the advertising.

This matter of "delivering the goods" can make or break an association. If the advertising leads a man to expect something that he doesn't get, he will not come again, and the "repeaters" furnish the most business, to speak in terms of commerce. If the advertising must each season, or each week, find an entirely new set of men to attract, because the ones reached before were repelled in some way, the advertising fails, as does the association.

Want ad columns of daily papers provide a splendid medium through which men may be reached. Foreign language papers may be used to advantage in attracting those who may wish to learn English. Posters in foreign tongues placed near industrial plants are a wonderful help.

No wise secretary will omit from his publicity plans ample arrangements for letting the directors and members know what is going on in the various departments. The men who give their time and money to help direct the association are entitled to know much of its work. When the secretary gets an appreciative letter

from a boy or girl, or from a parent, have it copied and sent to each director. It will make the business man feel that he is in intimate touch with the association; it will increase his interest and thought and make larger work possible. All well thought out publicity efforts result in widening waves of influence, the ultimate good of which can never be fully measured. Browning says that no good thing is ever lost, and the influence of a printed word is never stopped.

CHAPTER VIII

USING NEWSPAPERS TO BOOST CONVENTIONS

Some plans usable by conventions of all sorts—Before the convention meets—While in session—After the delegates go home—How a state Sunday school convention was made known—Modification needed for national convention—Interviews useful—Successful plan of summer conference easily adapted—Detailed publicity plan for small conference.

CHAPTER VIII

USING NEWSPAPERS TO BOOST CONVENTIONS

IN few connections does the psychology of crowds apply with such force as with publicity for conventions. If potential delegates see details of the coming gathering in their daily papers, in publications representing the interests involved in the convention, and in circulars or letters sent to them, the resulting effect is much greater than the sum of the parts. There is an effect produced which pulls the man or woman toward that meeting, and if the publicity is handled well, it will turn the possible delegate into a zealous worker for the meeting, thus spreading the influence.

The plans suggested here can be adapted to gatherings of county, state or national bodies, and the scheme for national gatherings can easily be extended to cover international conventions. The same publicity ideas will work with church, Sunday school, Epworth League, or Odd Fellow conventions, charities and correction conferences, tuberculosis gatherings, or any similar meetings. The underlying principles, moreover, are the same for a convention of retail grocers, marble dealers or photographers.

Conventions of the sort dealt with here are

almost always voluntary gatherings. Mental or moral benefit to the individual is the only profit involved in attendance, aside from pleasure. The problem is to arouse sufficient interest to make the prospect believe that the convention is worth the $5 or the $200 which attendance will cost. The managers of the publicity have the same problem that confronts the seller of a soda biscuit with the added difficulty of creating a desire where none exists.

Publicity plans for any convention should take into account three rather distinct phases: 1. Before the convention. 2. While it is in progress. 3. After the delegates get home. To neglect the last point is like quitting a mile run before the last 100 yards. The second phase is the easiest to manage because local papers, except in the largest cities, take care of convention publicity without much assistance.

Advance work for county, district and state conventions is much the same. The first concern is with the papers of the town in which the convention is to be held. Publicity may be needed there to awaken interest, as for a Sunday school meeting, or to incite the extension of hospitality, as when a large church gathering convenes. Unless the papers are very generous, the latter publicity should be accompanied by paid advertisements to make the direct appeal. Newspapers should not be asked to print as

news two or three similarly worded announcements "that the committee on entertainment hopes that many more homes will be opened for the entertainment of delegates to our city." Interest in the meeting may be aroused by proper news stories, and the homes will open naturally.

The way in which the publicity was handled for a recent convention of the Minnesota Sunday school association may be suggestive, although by no means ideal. The state secretary asked an editor who was interested in church work to take charge of the publicity, thankful to be relieved and anxious to take whatever assistance the busy newspaper man could render. The convention was scheduled in ten days to meet in St. Paul, second largest city of the state. Copies of the program had already been sent to papers in other towns of the state, and efforts were to be centered on the convention city to arouse interest there, as already there was promise of good attendance from the smaller towns.

The pseudo publicity manager was asked to act on a Friday morning and was given pictures of four speakers, a copy of the program and a little other information, although no one knew just what some of the speakers had written or where they came from; they were "well known Sunday school workers." The principal Sun-

day paper in St. Paul at that time made large use of illustrations of local subjects, and the Sunday editor readily agreed to use a story with a three column "layout" with pictures on the week following. It was then too late for the next Sunday paper so far as the pictures were concerned, but there was time for a news story about the convention, covering the main features. By the next Tuesday the pictures and story for the following Sunday were in the hands of the Sunday editor. The paper made the cuts from photographs, adapting them to the size wanted by the editor. During the week, items about minor phases of the convention appeared from day to day in the local papers.

If it had been possible to have the services of an experienced publicity man for the preliminary work of this convention the matter would have been more thoroughly exploited. Editors like to get local stories. An item about John Smith of Ourtown is worth much more than is an account of a similar event in connection with John Smith of Othertown. This principle induces clever publicity managers to find a story which will pass as a local item in the paper to which it is sent. Such an item as the following might have been sent to papers in small towns, several weeks before the convention:

Local Sunday school workers are looking forward with interest to the state Sunday school

convention which will be held in St. Paul, July 15-18. Some of the best informed speakers on Sunday school problems in the country will be on the program. The railways have offered reduced rates.

The following week another item might have been sent out, something like this:

Every third boy and girl in Minnesota under 18 years of age gets no regular Bible instruction in connection with his church, according to state Sunday school officers. The coming state convention in St. Paul, July 15-18, will consider the problem of enlisting more children in the Sunday schools of the state. A number of local workers will go to St. Paul.

The statement at the first of this paragraph must of course be verified. Some equally interesting item can be substituted in similar campaigns. The total attendance of the Sunday schools compared with the school census will give astonishing figures in many states. The two suggested news items are unlike, yet each gives the name, place, date and the suggestion that people should attend.

Items of this sort can be prepared in multiple with the help of carbon paper. A mimeograph can be used to good advantage. Longer items, including names of prominent speakers and leaders in the state association, should be sent

to papers in towns of 1,000 and upward, where there is a typesetting machine used, or to towns where there are daily papers. It is rather expensive in proportion to results to attempt to send cuts to many papers. In this campaign, if there had been time, pictures might have been sent to papers in Duluth, Minneapolis and St. Paul. The pictures and accompanying article should, however, not be the same for the Duluth Herald as for the Duluth News Tribune. Where there are two papers in a town, each should have a different article. The story sent to the Herald might with all propriety, however, be offered to the Minneapolis Journal and St. Paul Dispatch—evening papers—for simultaneous publication. All such articles should be marked to be "released" on a certain date. Usually morning newspapers have more space than have evening papers. To reach approximately two-thirds of the people of Minnesota through the daily and weekly press would require about four different articles on any one day; one each for morning and evening dailies, another, which might be part of the first two, for the smaller dailies, and the fourth for weeklies where the type is set by hand. This plan can be modified in many ways to fit the needs of county or district conventions. The actual work involved is not large. Often a reporter to whom the general plan is explained can furnish the

articles, and a stenographer can manifold them and address the envelopes from a directory of newspapers.

One man and a stenographer can be kept very busy for several months preceding a national convention if the most is to be made of the possibilities in bringing psychology to bear upon "prospects." The plan for a state campaign outlined above can of course be applied to every state, in the case of a national convention. It must, however, be a convention of absorbing interest to a very large number of people to justify such thorough work. If most of the dailies are to be reached with live news, a publicity manager will have his hands full. In a national convention there are secular, religious or class weeklies to be considered in addition to the dailies. Less definite rules can be laid down for such papers, because they are more individual and treat news in varying ways. In general, however, all matter sent out should be compact and state facts, without an appeal to attend the coming meeting. Direct appeal may be avoided by writing: "Delegates who attended this convention last year unite in saying that the inspiration and help received more than repaid for the time and money," or something of that sort. Never use the first person in such items. To write, as part of an item to be printed, "we trust the attendance

will be large," stamps the whole convention, in the eyes of discriminating editors, as run by men who are not efficient. Well edited papers never make such appeals or express opinions in that manner in their news columns.

The press associations constitute another field which is open to conventions of some sorts. The Associated Press may carry a short item of some special feature before the convention. The concerns which print the insides of many country weeklies and which prepare plate matter for smaller papers may be able to use something from some conventions, but the editors of these associations usually have more exciting news than they are able to handle.

By sending matrices of cuts to medium sized dailies it is possible to get picture publicity at small cost. The papers which have stereotyping plants can make their own cuts easily from the "mat," which costs ten cents or less.

Many zealous publicity committees stop their work with the gathering of the delegates, depending on local papers to see that the world learns what is accomplished. This is safe if the preliminary work has been well done. Publicity committees can make themselves beloved by reporters and add to the volume of publicity obtained, by procuring in advance, copies of all important speeches or reports. Someone who is easily accessible to reporters should also be

provided with facts as to attendance, details of meetings and participants.

Shall the committee heave a sigh of relief when the convention is over? There are yet fruitful possibilities for many gatherings. Each delegate, especially at a state convention, or at a small gathering of representatives from several states, may carry home with him an interview for his local papers, summarizing the interesting features of the gathering. This usually will be gladly received by city editors, especially in small cities. Those who didn't go to the convention will by this method see the good things they missed and resolve to attend next time. The influence of the gathering may thus be extended to a wide constituency. This scheme has been used by railway companies with profitable results. Where such an interview relates to non-commercial enterprises the amount of publicity depends on the degree of general interest which can be crammed into the report. Editors like to get an interview with a man, especially one prominent in the community. It gives variety to the news columns and attracts readers.

One of the first notable uses of this idea with missionary gatherings was in connection with the Laymen's Missionary Conference at Lake Geneva in 1913. There were 150 men from eighteen states studying how to train leaders of

the campaign to canvass every member of the Protestant denominations to give something to missions. On the last day, each delegate was given a mimeographed copy of an interview with himself with space to insert his name. He was asked to have the whole thing copied and give it to the editor of one of his home papers as soon as he returned. There was no way of checking results, but no reports were received of refusal to print the article. There were many evidences to show that the editors were glad to comply with the request of their reader. This news article is not flawless, but it is given to show how a fairly good news story is constructed. It has a local interest. There is something to challenge the reader who is not a churchgoer, and the quoted matter is scattered to give variety. Mission facts are added so that the article is virtually a missionary tract.

NOTE TO EDITORS:

Use as much of this as you care for. It is given to no other paper in your territory. It may do for a Sunday story.

All of the Protestant churches of this city will join in a movement during a week next March which will engage the active cooperation of a million men. By the simple process of asking every church member to pledge something, however little, to missions it is expected

WEEKCAMPAIGN TO RAISEFUND FORMISSIONS

MILLION MEN TO ENGAGE IN ACTIVE WORK.

W.T. JENNINGS TELLS OF CONFERENCE

Sterling Man Writes Interesting Report of Work Accomplished at Lake Geneva.

All the Protestant church of this city are expected to join in a movement during a week next March which will engage the active co-operation of a million men. By the simple process of asking every church member to pledge something, however little, to missions, it is expected that these million men will obtain pledges for $10,000,000 more than has ever been given to missions before.

"Local churches will have their share in this," said the delegates who have just returned from Lake Geneva, Wis., where men of the Central West have been conducting this huge urch enterprise. "This simultaneveny member canvass," said tes, "is but a carrying into he efficiency methods of the whole country e the 20,000,000 nbers give to dy to give n but to

The way an Illinois paper headed the interview described on page 143.

that these million men will obtain pledges for $10,000,000 more than has ever been given to missions before.

"Local churches will have their share in this" said —— of —— church, who has just returned from Lake Geneva, Wis., where men of the central west have been starting this huge church enterprise. "This simultaneous every member canvass," said Mr. ——, "is but a carrying into church life the efficiency methods of business. Over the whole country only half of the 20,000,000 Protestant church members give to missions. They are all ready to give to support their own portion but not all are sufficiently unselfish to see their money used to have preachers go to peoples who cannot get religious instruction in any other way. Many of those who do give something are not very regular. The plan which has been worked out in two denominations of the country provides that on a certain week every member of the church all over the nation shall be asked to pledge some regular amount to mission work.

"The United Presbyterians tried this first. They already gave more money per capita than any other denomination and yet by simply asking people all at the same time and reaching all of them, they raised their total offerings from $600,000 to over $800,000 in one year. The secretaries of all the Protestant mission boards for the United States and Canada have endorsed this plan and are loaning their best men to push it."

Mr. —— says that instruction in methods of

doing this large job of soliciting will be given by teams of men who will visit various cities for conference with local church men. Already arrangements have been made for 600 of these conferences and it is the aim to reach as many as possible of the cities of America of 5,000 population and over of which there are 1,250.

Some denominations are making specially large efforts to reach every member in the weeks designated. The Disciples of Christ will train the members of their 1,000 Brotherhoods to do this work. The Methodists have arranged the biggest convention of men of that denomination ever held at Indianapolis this fall. Other churches are taking other means of joining this biggest cooperative church work ever attempted.

The churches of Cleveland, Ohio, will hold a big gathering in February and the executive secretary of the federation of churches of that city was at Lake Geneva, getting ideas for the campaign.

In preparation for the canvass in March the Laymen's Missionary Movement has been asked by a committee representing the Home and Foreign Mission Boards to take charge of the preliminary work.

Mr. —— says that Canada as well as the United States will join in this canvass so that practically every Protestant church north of Mexico will be at work on the same thing at the same time. "It is the greatest example of church union ever given in the country," according to the local delegate.

The country churches will also be reached by the teams from the cities so that the impetus will be given the rural parishes as well.

In connection with the recent conference a number of missionaries told of their experience among many sorts of foreign peoples. One of these young men who has been a teacher in India ten years told of the foundation of the order of Sikhs—one of the peculiar religions of that country. The originator of this religion tried to take the best of Christianity and all other religions of India to make a new faith. He gathered 5,000 people in a natural amphitheater with a tent behind him. He explained to the people that no religion could exist without the shedding of blood for it. He drew a sword and asked for five volunteers to offer themselves as sacrifices for their religion. They were to be heads of families so that their sacrifice would entail suffering for the faith. Slowly and quietly one man rose and came to the tent. He entered with the founder who reappeared shortly with a dripping sword. One by one four other men entered the tent of slaughter, then the tent was opened and the five unharmed men stood before five dead lambs. The men, however, were denied their liberty and were sent about telling of the religion.

Savage Mohammedans of the Philippine Islands who achieve their highest religious experience by killing a Christian were also described.

Summer conferences in the interest of missions, Bible Study, religious education and allied

subjects, which seem to be growing in number in all parts of the country, are lamentably weak in publicity. Such meetings lend themselves well to illustration. They are usually held near a lake, and pictures of the quiet surroundings have a suggestion to some people more appealing than any list of speakers. The schedule of attractions should be given along with the pictures. In this as in all printed matter the usual and formal announcement should be looked at three times before being put into type. "The third annual Bible conference at Silver Bay, August 10-20" in big type on a placard will interest people who have been there before and intend to go every year, no matter who speaks. They desire to know only the dates. But such people would come if the heading had read something like this: "Learn more of the inner meaning of the Bible among the trees at quiet Silver Bay, August 10 to 20. Annual Bible Conference." Such a heading will get the eye of all Bible students; many who would like to become students; and a few who want a quiet place to rest with Christian surroundings.

So in printed matter for all sorts of conventions and conferences, give a taste of what may be expected, in order to whet the appetite. This requires knowledge of the subjects and some thought. It may take trouble to get the information, but the program or booklet may be

the only word of the convention which will reach some man. Write the matter with the idea that you must persuade that man to come, and do as much thinking and praying over that job of writing as though you had five minutes to talk to one man and he might be the only one who would come to the big meeting for which many preparations had been made. Pack the words with meaning, and never cumber good white space with words which can be left out without weakening the thought.

A little thought will often mean a big crowd at a meeting instead of a fair sized audience. Suppose there is to be a missionary gathering or church convention at which a missionary from the Congo is to speak. If the publicity manager knows that the missionary comes from a station 600 miles from the mouth of the river, where men who were cannibals ten years before are now deacons and elders, he can use the facts to advantage. Persons who have a slight inclination to attend the meeting would feel an extra strong impulse to see the man who had done this to native Africans. What the speaker at any meeting has accomplished, or the position he holds in his denomination or sect, may help furnish publicity material.

Officers of non-commercial organizations must remember that they occupy in a measure a public position and what they do and what

they say has a value because of the position they fill. H. K. Caskey, secretary of the Laymen's Missionary Movement for Canada, relates an experience he once had in Winnipeg when the city editor of a paper called him on the telephone after he had been in town for several days.

"Is this Mr. Caskey, the secretary for laymen?"

"Yes."

"Why haven't you been around to see us?"

"Well, I still have a remnant of my native modesty left."

"As a private citizen," came the accusing voice over the telephone, "H. K. Caskey may be modest, but as secretary of the Laymen's Missionary Movement you have no right to hide your light. A reporter will be right up to see you."

Many men shrink from publicity for themselves, although some seem utterly to lack that estimable quality, but men in office of church or philanthropic organizations must be ready to bear publicity for the sake of the cause they represent. Reporters are, however, as keen as a two edged sword in detecting the man who wants his name in caps and his organization in lower case type.

The following boiled down plan for interesting the men of a small city in a conference of

workers was prepared for the Laymen's Missionary Movement for the use of leaders in the conferences held generally over the country during the winter of 1913-14 to further the every member canvass of churches. It may contain something that is helpful.

Most men take a larger interest in a conference or meeting if they see some reference to it in their family newspaper. Is this true with you? Try it on the conference by getting into the local papers something about the coming gathering. By all means see that the papers know all about the details of the simultaneous canvass when that is undertaken.

Editors are human beings engaged in a semi-public task and on investigation you will find very few of them who are not willing to assist in publicity for any church movement where admission is not charged. Call on the editor, or city editor—but not when he is specially busy. About 3 P. M. a city editor, whether of morning or evening paper, is usually at comparative repose. Tell him how many citizens are interested in the canvass and show him the uniqueness of the country-wide aspects. Furnish the editor, or reporter to whom he may introduce you, something about the speakers at the conference. Incidents in connection with some of the missionaries who compose the team of speakers may be available for the news columns. Be liberal with personal invitations to any dinner or meeting held.

Preparations for the every member canvass

in your city can begin in the papers as soon as you return from the preliminary conference. Tell the editor, or write him a story of the purpose of the conference and how the canvass will touch the people of Yourtown. If you have had no experience in writing for the papers, enlist some one who has, or do the best you can, and do it at once. News won't stay news much longer than sweet milk will retain its flavor.

One or more from the united churches in each town should act as publicity committee for the city canvass. Two weeks before the canvass take several large advertisers, Christians, with you, and ask the personal cooperation of the editors. Follow suggestions of the editor as to kind of copy and when it is wanted. If the campaign starts with a dinner, don't forget the editor and a reporter and send them a story about it the day before. Have on tap for stories when interest is low, figures on total city gifts to foreign missions last year, and total mission gifts per capita by churches and city.

Get short quotations from each pastor in town commending the canvass, and put into the mouth of each different facts, so that the whole story will be told and each won't say exactly the same thing about the advantages of the canvass. Each night during the canvass, if it extends a week, find the total subscribed by all churches and send result to papers, if you have a daily. Send it that night if for a morning sheet. Keep in touch with nearby cities which have held or are holding canvasses. Compare results, start a little rivalry. Don't make the

editor or reporter do work your publicity committee should do. Consult them, but they have many duties. Help by giving them typewritten copy, double spaced, one side of paper, unless you can make them so eager for news that they will be glad to spend their money to get news for you.

Unique experiences of canvassers may be worked into a Sunday story in many towns, but don't moralize! Nothing but news—never opinion—should go into news columns. Quote someone in town if you want to "get by" with an opinion.

In spreading the canvass to other towns by emissaries, send news of their coming in advance to editors, announcing time and place of meeting with striking facts. To reach the people through a paper published Thursday, as many are, for a meeting on Wednesday, news must be mailed the second Monday or Tuesday preceding.

Above all things don't fail to make use of the papers merely because you never have done it. "The world does move."

CHAPTER IX

CIVIC RIGHTEOUSNESS VIA PRINTER'S INK

News of reforms will usually be available for papers—How a few men in a western city closed saloons through publicity—Atlanta wiped out houses of ill fame with ads—Series of temperance ads costing $16.60 aroused Montclair—Good health for a state via publicity methods—How libraries and other city institutions may profitably advertise what they have for the public.

CHAPTER IX

CIVIC RIGHTEOUSNESS VIA PRINTER'S INK

ANY campaign in the newspapers, in either the news columns or advertising space, which is designed to change the attitude of people of a city toward vice or lawlessness, is necessarily a long fight. The modern city is usually so organized that there are plenty of openings for vice and violation of law if the people are indifferent or actually favor insults to decency. On the other hand, if people are in earnest about closing saloons when the law requires, destroying the red light district, stopping the sale of cigarettes to minors or preventing any other infractions of law which commercialized vice believes to its interest; it can be done. Because enforcement of some laws is closely related to the power by virtue of which politicians hold public office, newspaper help in such matters is in some cities very weak and spasmodic. There are ways, however, in which papers may be forced to print news of reform movements, unless indeed they care to acknowledge openly that all such information is to be suppressed. If a paper is fair in its news columns, no matter what the

editorial columns may approve, there is hope of help for the reformers.

An extra large amount of the quality denominated sticktoitiveness is needed in a fight of this sort, but the effort pays, for public sentiment in most cities can be created against vice more quickly through the papers than through the pulpits. The press is usually ready to assist in any such crusade if all the ministers are behind the movement and it is managed in a statesmanlike manner.

It has already been shown in considering possible publicity for churches, conventions and Christian associations how news items may be given to the press, written in newspaper style, concerning events which have occurred or are about to occur. There is another phase of publicity used by politicians and commercial interests which is especially useful in a serious effort of the people of a city or county to suppress vice. This plan involves the formation of an association or the revitalization of an existing one which will do something to attract the attention of the papers and give reformers an opportunity to put facts before people which otherwise the papers would with full justification refuse to print as news.

If certain saloons are running after legal hours and anyone has the courage to try to close them there are several courses open. The

chief of police may be requested to act. Coming from an individual such a request is usually shown scant courtesy. A civic association, law enforcement league or similar association may repeat the request. The chief may then pay attention and the saloons may be closed for a time. Suppose after the city official has had an opportunity to act, and has failed, a copy of a letter sent to the chief demanding enforcement of law, be sent also to the papers. A front page story will result in most cities, and facts can be put into the letter which papers would be forced to edit out of a zealous reporter's copy.

The plan mentioned above actually was put into operation in a large western city and for three years city officials and deeply intrenched saloon interests were kept in a state of constant defense against law and order friends. They didn't know when something would break out which would damage them politically. One alderman who was involved in Sunday liquor selling lost his hold on the ward within two years and died soon afterwards in an insane hospital. The chief of police was forced to resign, the saloon interests confessed that they had lost a large amount of money and had been prevented from extending their business. Among other good results a large number of young men were trained in civic affairs and

several of them became active politicians and helped clean up the city council and state legislature. The total results can never be known, as indeed is true in regard to any similar campaign.

This entire publicity campaign had its inception in the mind of a reporter for a paper who had been accustomed to seeing the laws obeyed and believed that in constant open defiance of law lay the seeds of anarchy. The saloons were open after hours, as he and the policemen knew, but he couldn't get the fact into his paper without some news to hang it on. He caused to be introduced at a meeting of young people a resolution asking the mayor to close the saloons. That action of a mass meeting was news, and the papers were eager for it as well as being willing to publish the fact back of the resolution. Another similar organization took action, individuals who had been working quietly along the same line joined forces and a Law Enforcement League was organized. Each of these steps meant additional publicity for law and order. Evidence was collected against saloons that sold to minors and after hours. Members of the organization rapped on side doors of saloons and drank illicit beer on Sunday afternoons. The league's officers were threatened with bodily injury and the brewers tried to have some of the active members dis-

charged from their places of employment. The weekly meetings at which these facts were announced gave plenty of continuous copy for the papers so that the matter was kept before the people.

The attorney general and the governor of the state were involved in an effort to have the city officials removed from office for failure to enforce the law. These negotiations were given publicity at the proper time. Few attempts were made to have violators arrested. The league was trying to arouse public opinion to demand law enforcement of the police. Evidence before grand juries of bottles of whiskey bought on Sundays failed to bring an indictment, but got publicity. A letter in the papers by one of the reformers was construed as contempt of court, and again the papers were open and much argument for law enforcement was put before the people.

At intervals during this time the space in papers which was devoted to letters to the editors was full of communications concerning law enforcement. The W. C. T. U. came to the front with letters flaying the liquor interests. A group of young men agreed to write a letter a day to one paper opposing a liquor license pending before the council, in an effort to bring public opinion to bear on the license committee.

Not all people who desire the same result are

agreed on the advisability of attempting to obtain law enforcement through a publicity campaign of this sort. Many would go at it quietly and leave the papers out of account. The latter method, however, wastes a large opportunity to reach people who perhaps seldom think about civic conditions as they are and should be. In this particular campaign, in addition to the spread of moral ideas and a quickening of the conscience of the people, the saloons were closed on Sunday for a long time. The thought of Christian people was centered on the local temperance problem. Much of the time the actual work was carried on by three young men, none of whom alone could have done a great deal toward achieving the results possible for them as representatives of an organization.

Much more direct action can be obtained by use of paid advertisements in a civic righteousness campaign than can be done by news stories, although both methods have educational effects. Paid advertisements can accomplish more definite results because definite commands can be put in the bought space. The talk can be direct and to the point. This method has produced results in many places, as the plan has spread rapidly following the use of it in Atlanta, Ga.

The Men and Religion Committee of that city, backed by a small group of men spent in 1913

MEN AND RELIGION BULLETIN No. 10

"The Houses in Our Midst"

SUNDAY IN THE SEWER

In the next block to Atlanta's Police Headquarters is a house.

Within is a ball room.

In it, near a slot piano, lies a man with a bullet through his lungs.

By him is the pistol.

Crumpled at the other end of the room is one created for motherhood, the day of dolls forgotten, the hope of children gone, with life slipping away through wounds in her forehead, cheek and breast.

About are gaping women.

The time is last Sunday afternoon; the place a part of our so-called sewer.

Disinfectante a thousand-fold stronger than carbolic acid are powerless here.

Waste them not, even after wash basins, sinks and yards have been disinfected!

None may hope to cleanse Atlanta while the drains, instead of carrying off their frightful burden, are forcing it back into the city's heart and homes!

Victor Hugo said that Paris lost over twenty-five millions of francs annually by her sewers of concrete and stone.

You may estimate the cost of ours—built of the flesh and blood of women, which every five to seven years must be replaced with new material

As happened Sunday, occasionally one may not endure so long, but sinks weltering with others in the hideous mire beneath the stream.

Physicians declare the system deadly and unnecessary.

Scientists say that from it come bacteria, blinding and blighting babies, maiming and killing wives.

Sociologists pronounce it the greatest sonrce of social impurity.

The law forbids it as a menace to morals and health.

This man and woman, so lately killed in it, would be alive today had the law been enforced by city officers.

Those in authority should not wait until our city is overrun with sewer rats, men like those now making New York a byword, before remembering their oaths of office and the ordinances of Atlanta.

They should and will close the Houses in our Midst!

THE EXECUTIVE COMMITTEE

Of the Men and Religion Forward Movement

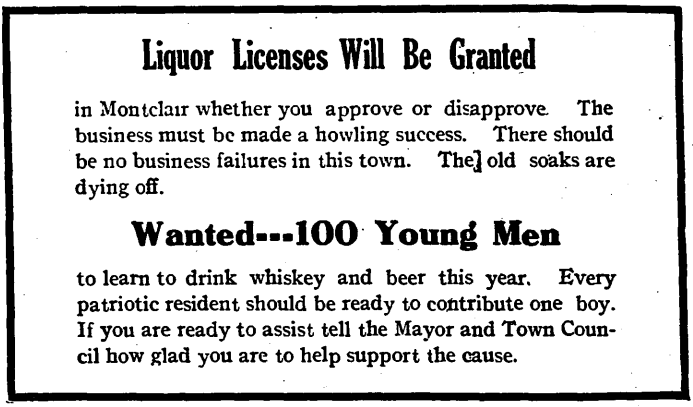
Twenty ads similar to this were used in Atlanta papers in paid space.

$9,000 for newspaper advertising, and much of it was used in the successful attempt to drive houses of prostitution from the city. The committee, in whose names all the ads were signed, contracted for large advertising space in the three daily papers, at usual rates, and used two or three columns to a full page at a time. The space was theirs, and none of their writing was subject to the censorship which would have existed had they asked editors to run the same matter in the news columns. Still, one paper tried to break its contract when it discovered the nature of the attacks being made. The ads usually closed with the sentence, "Atlanta can and will close the houses in our midst." This finally got under the skin of the chief of police who promised that he would clean up the town. The advertisements then were directed towards the saving of the girls, and in response to proffers 200 women accepted the hospitality of the committee, and a reformed keeper of a house became the matron of the rescue home. The contract labor system of Georgia and other evils were later exposed and their cure driven home on the people of the state. A capitalist who had been touched by the Men and Religion Movement provided most of the funds for the advertisements. Surely a worth while investment!* Other southern cities, including Ashe-

*W. T. Ellis, The Continent, April 3, 1913.

ville, N. C., Athens, Ga., Little Rock, Ark., and Birmingham, Ala., imitated Atlanta in paid campaigns.

"200 fathers wanted—to teach their sons to drink beer and whiskey the coming year" was



Liquor Licenses Will Be Granted

in Montclair whether you approve or disapprove. The business must be made a howling success. There should be no business failures in this town. The old soaks are dying off.

Wanted---100 Young Men

to learn to drink whiskey and beer this year. Every patriotic resident should be ready to contribute one boy. If you are ready to assist tell the Mayor and Town Council how glad you are to help support the cause.

Eleven such ads in a New Jersey paper cost a temperance advocate $16.60.

the heading of an advertisement which startled the residents of Montclair, N. J., in June, 1913. It purported to have been written by the saloon keepers of the place, who were asking for a renewal of their licenses. It was one of a series of similar stimulators which awakened the church people to the extent of calling a mass meeting to appoint representatives to protest against the licensing of saloons by the council. The aldermen were evenly divided and the

mayor cast his lot with the saloons, yet the people were shown how to awaken interest against saloons. The campaign involved eleven ads, the total cost in the local weekly paper being but $16.60. They were written by

Wanted---Raw Material

If liquor licnses are granted this year in Montclair (and there is every assurance they will be) a new supply of raw material must be furnished by our residents in the shape of boys, young men just from school, young business men. If 200 can be depended on to start drinking beer and whiskey, it can be made a howling success. If you will assist,

Tell the Mayor

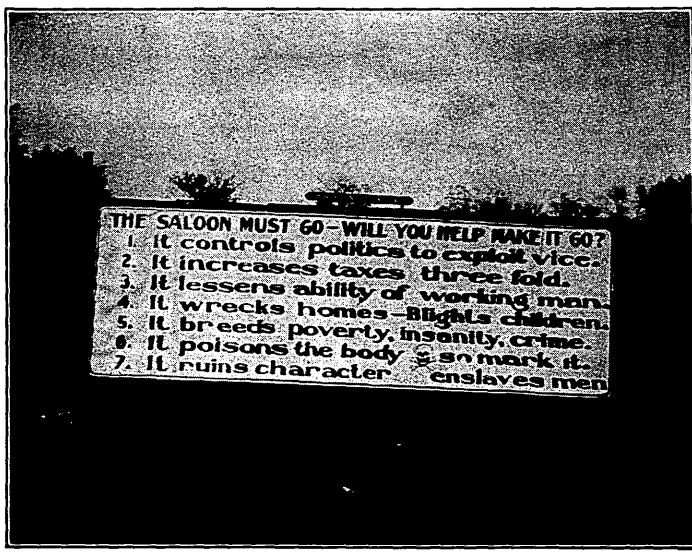
Perhaps this ad would do good if published in any "wet" town where the mayor grants licenses.

an individual who took that way of fighting the saloons.

A lone minister near Rochester, N. Y., by a year's campaign against the saloons helped largely in driving them from several small villages. He sent monthly letters concerning the evil effects of alcohol to every voter. Every effort was also made to get out the vote at the election.

One of the most comprehensive local campaigns against the saloons ever outlined by the

combined foes of liquor was that projected in October, 1914, in South Bend and Mishawaka, Ind. Every tested medium of advertising was used by the committee. Articles of scientific temperance facts were used in local dailies with an effective cartoon. These were translated and printed in Polish and Hungarian papers



Fighting the saloon in Indiana by bill boards.

in order to reach factory workers. Inserts in pay envelopes also called attention to inefficiency caused by drinking. Posters with carefully worked out facts concerning the relation of the saloons to taxes were used liberally on

boards erected by the committee. Lectures and mass meetings were also employed. It was planned to spend $5,000 in a six months' campaign of publicity.

Women of Hartford, Conn., in the fall of 1913 used large sign boards pillorying the names of the aldermen who voted in favor of vice in their city. The attention of the mothers of Hartford was called to their names and the women warned to prevent their return to office.

Suggestions may be found in campaigns of a slightly different sort in which efforts were made to urge people of a whole state to action. One of the first of a number of campaigns in Nebraska to get farmers to test their seed corn was started by the Omaha Commercial Club. The farmers faced a severe loss in their principal crop on account of imperfect seed. Articles were sent to local papers throughout the state containing simple directions as to the best way to test the corn. Letters were sent to prominent farmers by the state agricultural authorities, and demonstrations of the way to test corn were made throughout the state.

The state Board of Health of Minnesota several years ago pushed the war against house flies in an effective manner. Cartoons of flies being killed, or of others traveling from their breeding places to the dining room and baby's crib were reproduced in hundreds of local

papers in the state. The expense of this campaign was only fifteen cents a paper an insertion. This covered the cost of making the plate, mailing and overhead expense. Stereotypes were made from a zinc etching and sent to country papers, all of which had the special iron base used by the Western Newspaper Union to back up the plate matter which this concern sells to hundreds of papers. Mailing expense was cut down by slipping the cut, single column, three inches long, into the weekly shipment of plate matter sent by the concern to the papers. The papers which did not get weekly shipments received their cut by mail. Editors previously had agreed that they would use the matter. As part of the same campaign editors were sent weekly "health talks," which the editors set in their own shops. These were about 200 words on public health questions, need of pure water supply, fresh air on the farm, care of children's teeth and similar subjects which had a local interest in each town. This is an adaptation of the plan in Chapter VIII for preliminary work for conventions.

Libraries, school boards, city boards of health, municipal baths and similar city owned institutions can do much for the uplift of the community by urging larger use of the facilities they offer. A library does not reach its largest usefulness until its reference room is filled most of

the time, and its volumes are kept circulating rapidly. A library should assist in carrying thought to the minds of the people; not keep it embalmed. If the taxpayers in some towns would now object to the use of a small portion of the library funds to make books more widely known the time is coming when such expenditure will be approved and encouraged. There is little use for Ourtown library to have the latest books on Mexico, backyard gardening and care of the health unless the largest possible number of persons reads the volumes. It ought to be a proper function of the library to let the general public know something of the books to be found on the shelves, and to stimulate the reading of them.

Librarians in many small towns cooperate with the newspapers in encouraging reading by compiling lists of new books received, and arranging bibliographies on subjects in which the people are for the moment most interested. These lists are gladly published by many papers as news. Publication of these lists is, however, not enough to interest persons who seldom or never go to a library. The direct command of the display advertisement can be used in this connection to good advantage. Facts must be stated to move men to use the library, which by no stretch of the interpretation of news, could be placed under that head by a friendly editor.

In this advertising the same sort of arguments may be used to induce larger use of library facilities as are used by correspondence schools in urging the need of home study. Every library has scores of books which if read would help some man or woman to be more efficient. The larger libraries have books for a full education in almost any subject. Ought it not be part of the duty of a modern municipality to tell citizens how they may make themselves more efficient? Disease can be prevented and civic morality promoted by the reading of books. The same motives which induce the founding of free schools ought to persuade city officials that the higher education possible through the library should be made widely known. This work ought to be possible without city officials quailing before charges of paternalism!

Restaurant keepers know that by announcing slow selling articles in red ink at the top of their menu card the "stickers" find a more ready sale. Libraries might with profit use the same principle in turning the attention of the public from fiction to something more nourishing. Suggestive questions testing the knowledge of persons along various lines could be used in ads, just as has been done by companies issuing dictionaries and encyclopedias. The municipal zoo of Cincinnati has used this plan to stimulate attendance. Park commissioners in many cities

use street car cards to urge attendance at band concerts in parks and, incidentally, the quality of the good things to be found at the refectories whence come funds to support the park.

In a similar manner the advantages of attendance at night schools could be urged upon those who ought to have more education. The same sort of work which the Y. M. C. A. is doing among foreigners in advertising English classes could be done by a city which opens its school buildings for night study. A little stimulation would go far toward making these centers of learning for older persons much more useful. The future will undoubtedly see this development of municipal helpfulness. City boards of health can gain the cooperation of householders and win more ready compliance with orders if a little advertising were used to make the public more familiar with the reason for the commands.

In New York City all kinds of advertising have been used with great success in enlarging the patronage of public baths on the East Side.

CHAPTER X

MAKING PUBLICITY PRODUCE CASH RETURNS

Non-commercial institutions must interest friends—News stories help "whirlwind campaigns"—Advertising for $10,000,000—Getting annual contributions—Human interest stories useful—Reports should be frequent and easily grasped—European war presented opportunities for many successful ad campaigns.

CHAPTER X

MAKING PUBLICITY PRODUCE CASH RETURNS

THE object of all commercial publicity is to persuade someone to exchange his money for what the advertiser has for sale, be it soda crackers, pianos, or a course in home instruction. People are not prone to give their money for nothing. Even when they buy mining stock for 10 cents a share they think they are getting something of value. So in all advertising for non-commercial enterprises, it must be remembered that the one who pays the money must get something for it. The best thing about selling a share in a college, a foreign mission plant, or a milk station in the congested regions of a city is that such objects furnish so many points of contact with the man who has the pocketbook.

"Interest" is what non-commercial institutions must sell the "prospect" before he will give money for their support. From the Bible itself comes one of the best advertising maxims ever stated: "For where thy treasure is, there will thy heart be also." Transfer "his" heart to your proposition and his money will come. It has been proved hundreds of times. Any-

thing that gets a man's interest will get his cash sooner or later.

A man takes more interest in helping build a Y. M. C. A. building if he knows that hundreds of his fellow citizens are aiding in the same enterprise, and he will give at once when he sees that others are paying on the spot. Hence the great success of campaigns for buildings for Christian associations, and of college endowment campaigns, hundreds of which have been carried to success in the last few years. The Y. M. C. A. has adopted many of the plans of commercial successes, and other non-commercial organizations can with profit study many of their methods of reaching men.

Both interest and enthusiasm for a cause must be aroused if persons are to give their money to it. The intensity of that enthusiasm depends on how soon the managers want to raise the money. When a metropolis undertakes to raise $4,000,000 in two weeks, every known publicity device is used to generate interest. The quick campaigns arouse enthusiasm by the very shortness of the time in which the money is to be raised. Of publicity by institutions which require annual contributions mention will be made later.

This is not the place for a full exposition of the ways in which money raising campaigns are managed, although the publicity end of such

campaigns is one of the main features. Very few institutions in any city can raise a considerable sum of money in a short time without appealing to the printing press, and especially the daily newspaper, for assistance. To get people talking about a campaign, facts about it must be given fully and frequently. They must know today what was done yesterday and how nearly the goal has been approached. "Whirlwind" campaigns, whether for money or for members of an organization, are managed on much the same lines. The ground work of card indices of prospects and teams of workers, and banners, and tags, and clocks to mark progress, are prepared before the beginning of the campaign. The opening meeting is usually made notable by an address by a prominent person from out of the city. This makes a news story in itself. The fact that a large number of persons are involved in a campaign gives the papers ground for devoting large space to the movement; conversely, to get big space, the largest possible number of persons must be interested. Friendly rivalry between teams, and daily meetings, with reports by the captains, add to the interest and provide more news articles. If a reporter can be persuaded to join one of the teams he will find scores of human interest stories in the actual experiences of soliciting which will make better copy than second hand

accounts by other members of the teams. Working members of the staff of each paper must be given tickets to all dinners and invited to participate freely in the meetings. Figures and lists of names must be furnished and, if possible, the wants of reporters anticipated.

In any campaign of this sort, printed matter must be used freely but wisely. Paid display ads in the local papers will help much if the finances permit; street car cards, signs on the fenders of street cars, and window cards in the shops along the principal streets assist. All of the printed matter should emphasize the slogan or catch word of the campaign. The Scranton Y. M. C. A. had the figures 170,000 displayed in all printed matter, even using them as its telephone number during the successful effort to raise that many dollars for a new building. "I Believe in St. Paul" was used in a campaign for members of the St. Paul Association of Commerce. "Are you a Member?" "Joined Yet?" or similar phrase may be used in a membership campaign of any sort. This should be on the pennants, and badges, as well as on printed matter. Seeing it everywhere in the city will recall the campaign and add to the impetus.

Obviously such a campaign of condensed enthusiasm is unfitted to an effort to raise $10,000,000 to support aged ministers, or to

What better way of living up to the full meaning of Christmas Time?

Buy your share of Red Cross Seals

"That's the right Christmas spirit"

Helping to sell Christmas joy to readers of national magazines.

obtain $500,000 for a college in South Dakota. The field in both these cases is broader. The factor of enthusiasm and simultaneous giving, so large an element in a city campaign, can be adopted only in part in places where it is desired to raise a considerable portion of the total sum; as in the home town of the college. In these two cases, as well as with a host of local non-commercial institutions like anti-tuberculosis associations, day nurseries, associated charities, and other semi-public movements, the factor of interest is larger than that of enthusiasm. When an institution such as the Y. M. C. A. has moved so far along as to need a building for which city wide solicitation of funds is required, the givers know more or less of the work. The thing to be accomplished is a clinching of that information and interest in a subscription. In most of the other projects the knowledge is not so general, and interest not so great. In fact in many cases there is a deal of indifference which must be overcome before positive interest can be obtained.

If a religious denomination wishes to obtain a large fund with which to pension its servants, the obvious thing is to tell about it in the papers which reach the people who are expected to give the money. This the Board of Ministerial Relief and Sustentation of the Presby-

terian Church, U. S. A., has done, carrying a paid ad in a number of religious papers, changing copy once a week. The plan of this cam-

Give the Boy a Chance

The widow of a Presbyterian minister, who receives a meager annuity from the Board of Relief and Sustentation, and who largely supports herself and her children by her needle, recently wrote to the Board in substance:

> "I am so grateful for my semi-annual check which has just come. You, *who have*, do not realize what this means to me. My work has been very slack of late, as people can put off their sewing; and then, I have been sick in bed for a week. Our coal pile has dwindled away until there was just one day's supply more—when your check came! Do not think that I am complaining, because I am trying to be so brave for my boys' sake. My youngest boy is so ambitious and wants to have an education. *It nearly breaks my heart* not to be able to provide him clothes like the other boys wear. Still, he is courageous and he is going to try to get a position in ———this Summer, so that he can go to school in the Fall. God bless the Church for what it is doing for me and my boys!"

The board was able to give last year an average of $3.37 a week to the 686 widows upon its roll.

Give the ambitious *boy* of the sainted father *a chance*, by providing generously for his faithful mother during these desolate days of widowhood.

Ministerial Relief and Sustentation
Of the Presbyterian Church in the U. S. A.

WILLIAM HIRAM FOULKES, General Secretary
W. W. HEBERTON, Treas. JOHN R. SUTHERLAND, Associate Secretary
WILLIAM SYLVESTER HOLT, Associate Secretary
507 Witherspoon Building - Philadelphia, Pa.

One of a series of ads by the help of which it is hoped to raise $10,000,000 endowment fund. One of the first boards of any church to reach church members by paid advertising in religious papers. (Note seal used as trade mark; white space abundant.)

paign is merely to enlist the interest of readers. Agents then concentrate this interest by visits to individual churches. In the same way many colleges which advertise for funds avoid any direct appeal. They present the most interesting facts possible and let it go at that. College advertising both for funds and for students is treated directly in Chapter XI.

A common problem is that of arousing the interest of a city in an institution which needs not a building to last for two generations, but contributions, to be renewed annually. On such an institution the necessity of keeping itself before its supporters or possible supporters is pressing. Even those who give most, lose interest unless they can see something of what their money is doing. A man immersed in business, who rides home in an automobile and spends all day Saturday on the golf links, needs something more than a printed request to renew his subscription to the anti-tuberculosis work or to arouse him to give as much as he can afford. If that man can be told in some way how Mrs. Sallie Jones and her three small children were saved from the tubercular fate of her husband and how she was helped to a healthful position where her family could remain with her, he will think more of the work. He should be shown by a chart just where every dollar that he gave last year was used. An

appeal to his business sense as to the size of the dividends from his subscription, together with a tactful suggestion of what could be accomplished with a certain definite sum, ought to cause his pocketbook to open wider.

Such a man can be reached through the paper he reads every day, through announcements on his club bulletin board, talks before his church, personal conversation and printed matter mailed to him. These and other methods may all be used. If the information reaches him from what seems to be an unbiased source he may be most impressed. This points to the daily newspaper, and the wealth of human interest material involved in the work of all the organizations under consideration indicate that this is a promising field. The material is, however, usually of such a nature as to make it advisable that consultation be had with editors and reporters rather than that matter be prepared for them, although in some cases this may be the best way.

The use of pictures is always effective. A cartoon such as the accompanying one from a Chicago paper undoubtedly does much to help mothers to the country. See too the picture of Tenement Tommy. Newspapers are usually very ready to lend their columns to publicity for such charities, as they recognize the universal human appeal. Many editors are ready

to do all they can to help such causes provided they are given material.

Some of the best of news stories about the

WILL YOU SEND A KEY TO UNLOCK SUCH A DOOR?
(Send your check to David R. Forgan, Treasurer, 168 North Michigan Avenue.)

Cartoons are effective in presenting appeals.

need, perhaps a human interest sketch of how Mrs. Jones was helped in the country, may be

used as a little booklet to be mailed to subscribers to the charity affected. Because a man subscribes this year is no reason for his doing so next year. He is entitled to a report of what his money has done, and ought to get something more interesting than a mere printed financial summary. He will give more if a little time is spent in analyzing the statement for him so he can see per capita or other detailed costs at a glance. He may figure these for himself, but, if at all, often at the cost of a gift to the charity which has not reported with sufficient detail to touch him.

The itinerant peddler sells a kettle and moves on. The merchandising concern which expects to build up a large business for many years does not regard a transaction completed until the customer is satisfied. The dairyman does not leave a quart of milk today and wait for you to look him up tomorrow. A non-commercial institution which has obtained the interest of a man with sufficient definiteness to get a subscription, whether to the Visiting Nurses' association, for a college scholarship or to support a rescue mission, owes an adequate report of what was done with the money in terms of lives. For the future growth of the institution the givers should be furnished with frequent interesting information concerning its progress. Many men will be more concerned in the fact

that a young Russian anxious for a college education has established himself as the college cobbler to pay expenses, than they will in a statement that $15,000 is needed to complete

A far cry from this ad in Everybody's Magazine to the Christmas pot on the street corner—typical of the growth of advertising by non-commercial organizations.

the fund for the new library. The money for the library will come easily if they are kept interested in the self help activities of manhood in the making.

The European war has been the occasion of a number of successful advertising campaigns

for cash contributions. The Belgian Relief Committee of New York, especially, used large advertising copy and received enormous returns. Perhaps advertising of this sort was never done under more auspicious circumstances. Every newspaper in the land was full of accounts of suffering. In order to accomplish its result the advertising in many cases needed merely to give the name of the treasurer. The preliminary work had been done by free newspaper publicity. During the first month of advertising there was received $163,000. Later the relief committee extended its advertising over the whole country through forty magazines which carried in their Christmas numbers generous sized ads: "Belgians are starving. He gives twice who gives quickly."

In Canada, where the war spirit was much higher than in the United States, a vigorous campaign early in the war raised very large sums. In Toronto alone there was collected in four days $880,000. The aim had been $500,000. Sign boards, newspaper space, clocks, and luncheons with teams to solicit were parts of this effort.

The large prominence given by newspapers to the distress of the Belgians resulted in a decline in the amount of gifts usually received by American charities and many local organizations followed the lead of the war funds and

S O S

Belgians Are Starving

"He Gives Twice Who Gives Quickly"

MILLIONS of Belgians face starvation. They will perish if succor does not come at once. Their plight is desperate. It cries out as imperiously as the wireless S. O. S. from a sinking ship. And this call is being heeded. Fast ships bearing food have been rushed to the rescue. But more must follow.

Cable Answers S. O. S.

This Belgian Relief Committee cabled $50,000 from big, generous America to Ambassador Page, to use for buying food in England to hurry to Belgium as first aid, and $20,000 was cabled to United States Minister Brand Whitlock, in Brussels, and used in the same way. In Brussels alone one hundred soup-kitchens are feeding 100,000 hungry people The daily cable dispatches, in unbiased news reports, are giving a continuous account of the appalling disaster and desolation

Succor From America

In America how different the picture This magazine will reach its readers just about Christmas time We have had bountiful harvests and despite rather dull times we have great surpluses of food and money So 40 national magazines are carrying in their Christmas issues this appeal to their *millions* of readers to succor the starving Belgians. Divide your Christmas plenty with them. Be sure that the gift will be "twice blessed."

Send a Christmas Check Today

Send a check today, before it slips your mind, to J P MORGAN & Co , 23 Wall Street, New York, and mark it for the Belgian Relief Fund. You will receive a receipt and the money will at once go to the Belgian Relief Committee, which will use it for these two purposes·

1 To relieve immediate distress of Belgian refugees and the hundreds of thousands of destitute women and children and other non-combatants in Belgium.

2 To rehabilitate as soon as practicable the poor Belgian peasant and working classes by helping them get roofs over their heads and tools to work with.

BELGIAN RELIEF COMMITTEE

10 Bridge Street, New York·

REV J F STILLEMANS, *President*
ROBERT W DEFOREST, *Chairman of Executive Committee.*
EMANUEL HAVENITH, *Belgian Minister to the United States.*
PIERRE MALI, *Consul-General at New York.*

LYMAN ABBOTT
OTTO T BANNARD
ARMAND BATTA
JAMES N BECK
CORNELIUS N BLISS
ROBERT S BREWSTER
HENRY W DEFOREST
CLEVELAND H. DODGE
LIONEL HAGENAERS
THOMAS N. HUBBARD
REV. A O NYS
HENRY FAIRFIELD OSBORN
W. BARCLAY PARSONS
BERNARD RAAP
JOHN VAN BICKSTAL
FRANCIS LYNDE STETSON
THOMAS THACHER
FRANK A VANDERLIP
ALFRED T WHITE

S. O. S.—Checks, Money Orders, etc., should be made to J. P. MORGAN & CO., "FOR BELGIAN RELIEF FUND," 23 Wall Street, and sent to that address

A type of ad the war brought out.

suddenly sought advertising space to help fill their drained coffers. It is impossible to tell how successful these efforts were, but it is safe to say that they were most effective in those communities where the great need at home had been impressed on the public through a long continued advertising campaign.

CHAPTER XI

THE COLLEGE PRESIDENT'S ASSISTANT

President's work varied and heavy; printed matter helps —Direct publicity for cultural colleges, secondary schools, etc.—Product of a college treated as product of a shoe factory in getting fresh view point—Paid advertising and some ways to make it distinctive—Examples—Advertising for college funds—Publicity by business colleges and state institutions—Indirect publicity through newspapers and how to obtain it.

CHAPTER XI

THE COLLEGE PRESIDENT'S ASSISTANT

A COLLEGE PRESIDENT fills a responsible position in the institution over which he presides as well as in the community in which he lives. On his shoulders rests the burden not only of directing the educational policy of the school, but also of providing funds whereby it may be maintained. Very often he must take the place of an instructor and carry regular class work and at the same time keep an eye open for opportunities of presenting the claims of his institution to the young people of the territory from which he expects to draw students. He must at the same time seek to make his college known as well as possible among people of wealth, so that they may the more readily contribute to its maintenance. To assist the president in his multitudinous duties the trustees of many colleges have provided generously, so that he has much assistance in the way of printed matter of various sorts. Magazines reaching the class of persons which the institution wishes to interest have also been brought into service as a very effective assistant to the president. Most of the larger institutions of the country entrust their

publicity to an agency fitted by training and experience to prepare advertisements. There are, however, hundreds of colleges and schools of various sorts where the president has added to his other responsibilities the duties of advertising manager.

In discussing the direct and indirect publicity which a college or school may use in assisting the president to bring the institution to its largest development, educational organizations may be divided roughly into three classes.

First, cultural colleges and secondary schools for boys and girls, military institutions, boarding schools and theological seminaries. The income of these institutions from students usually is much less than is necessary to pay the running expenses.

Second, schools for instruction in business, where the tuition is sufficient to pay running expenses and afford a living for all executives.

Third, state educational institutions of all sorts.

Members of the first class will always have the hardest problems. Competition for students and for funds is rather keen, and the necessity of raising money from month to month for current expenses prevents the president and his immediate associates from devoting as much of their energies as they should to the strictly educational functions of the institution. The

Debts Must Be Paid

Huron College saved its life by getting into debt; now it must get out of debt to stay alive.

Endowment subscriptions, Nov. 11, 1911		$505,129.00
Collected to June 1, 1913:		
Cash, - - -	$409,088.62	
Six per cent notes, -	30,696.50	$439.785.12
Yet to be collected, - - -		$ 65,343.88

Debt was the price we paid for endowment

Net debt not provided for on June 1, 1913, -	$ 10,202.59
Additional debt to Sept. 1, 1913 -	5,680.00
Total to end of fiscal year, -	$ 15,882.59

When our debts are all paid and our endowment all productive we will keep out of debt.

Who Will Help Us Now?

Address, President of Huron College, Huron, South Dakota

Example of recently developed type of college ad.

instructors in these colleges and schools for the most part are overworked and underpaid, and the trustees or directors usually are business men who take time from the claims of their affairs to try to see that the institution is provided with sufficient money. Under the eternal financial stringency the sagacious advice of men who know and believe in publicity is needed, to induce the trustees to give their approval to the expenditure of any of the hard earned funds of the institution for the payment of advertising. It is becoming increasingly true, however, that the business men who make up these boards are applying to the college the experience gained in their own affairs, which has shown that it is well worth while to take money to advance the business which they are directing. They have learned that advertising expenditures can be classed under the head of investment, and if wisely made, the returns are much larger than they had anticipated. As applied to colleges they have found that news of the need of the institution or of its advantages as an educational center has been carried into homes through an announcement in a regular magazine or newspaper at less expense than is possible by any other means.

It may be helpful in studying the sort of publicity needed by these institutions to apply to them the analysis for a business which, as

was suggested in Chapter I, may be made to fit any of the non-commercial institutions which this volume considers. The "product" of a cultural college or school which is not run for profit is education for students and satisfaction for those who support it. In other words, the college has for sale, to use the terms of commerce, education and satisfaction. The field or market for this product naturally is the young people in the vicinity of the school or those who belong to the denomination with which the college is affiliated, and the wealthy men and women who may be persuaded that they can get greater satisfaction and pleasure from putting some of their money into the endowment which will support these institutions than from other investments.

This brings up the question of competition by these institutions. There are many colleges and schools, and a young person who has recently graduated from an Iowa high school is puzzled whether to attend one of the forty or fifty colleges in his own state, or to go to one in a neighboring state. In the same way, the churches with their affiliated mission boards and funds for disabled ministers and similar benevolent objects are keen competitors of the colleges for a share of the money of the wealthy men and women.

A factory which manufactures men's cloth-

ing, or shoes, or tooth brushes, even before it has started a wheel will investigate carefully the scheme of distribution, or its method of getting its product from the factory to the

Striking use of a picture. The result is produced by outlining part of the cut. The squared portion to the left heightens the effect. (From The Continent.)

field where it is to be consumed. In the same way every college, seminary, and secondary school may well outline carefully its method of reaching its field. First and foremost, as in all methods of selling, is personal solicitation. A college can send its president and certain members of its faculty to preach in neighboring churches, to talk with leading

parishioners, and to call on the young people who have just graduated from high school, perchance, and are ready for a higher education. This personal work is extremely effective, but it is expensive. To visit a student here and a student there, in towns scattered 20 to 100 miles apart, takes a good deal of money. Obtaining "prospects" by personal canvass is also slow and difficult work.

The sending out of printed matter such as catalogues, bulletins, student publications, circulars, calendars and illustrated booklets is less expensive, but the effectiveness of such means of solicitation depends not only upon the care with which this matter is prepared, but also upon the care with which the mailing list is compiled. The catalogues and booklets to be effective must be sent to people who may be persuaded to attend the institution or to take a financial interest in it.

Colleges and secondary schools also obtain valuable publicity through the various teams of students sent out into the surrounding community to scatter the college spirit. Glee clubs, baseball teams, football teams, squads participating in track meets, and gospel teams, all help in bringing the college they represent to the favorable notice of both students and givers. Former students and alumni also constitute a valuable means of helping to distribute the

"product" of the college or school—a means which in fact is seldom utilized to the full.

It would appear to the casual reader that the ways enumerated above are ample to de-

OUT OF 910 MEN IN ALUMNI 416 ARE MINISTERS

The contribution of Monmouth College to all other forms of Christian service is also very large in proportion

The moral and spiritual atmosphere about Monmouth College is very wholesome.

Monmouth's educational standard is high, her diploma being accepted at par in the great eastern universities.

She has the dignity of age, having been founded more than 50 years ago, and has a body of Alumni numbering almost 1,600.

She has the vigor of youth, having a college plant of seven buildings, the oldest of which is but 16 years, and the newest, a Girl's dormitory costing $100,000.00, is just being completed.

Monmouth has always ranked very high in Oratory and Public Speaking, but is placing more emphasis on this department now than ever before.

Monmouth College Conservatory, with its fine staff of instructors, ranks with the very best in the middle west. It means much to the student to obtain his or her musical training in a fine college atmosphere

Monmouth's Athletics are clean and wholesome, and so varied that every student can take advantage of them—not just a privileged few. There are sports that suit all preferences.

Monmouth believes in a finished manhood and womanhood, and so ministers to the whole being—physical, social, intellectual and spiritual.

Monmouth College is located at Monmouth, Illinois, on the main line of the Burlington Route and on the Minneapolis & St. Louis line of the same system; also on the M. & St. L. R. R. and the Rock Island Southern Traction line, and is just six miles by trolley from the main line of the Santa Fe System. It is a town of 10,000 population, just the right size for a College Town.

The "Maple City," as Monmouth is styled, is a typical college town with all the modern improvements and conveniences of larger cities, such as paved streets, electric lights, waterworks, etc. It is a city of churches. The moral influences surrounding the students tender them as free from temptation to evil habits as they could well be anywhere, outside the influences of a Christian home.

MONMOUTH COLLEGE

For illustrated catalogue and complete information write to

President T. H. McMICHAEL, :: ***MONMOUTH, ILLINOIS***

The head line is nicely adapted to reach young men who wish a college with a distinctively religious atmosphere.

velop both students and givers. It must be remembered, however, that one of the prime requisites of good advertising is continuity of impression. A catalogue is issued but once a year; an illustrated booklet may be brought out two or three times a year; and a glee club may come to a town only once in three or four years. In order that the college may make the impres-

sion on student or prospective giver which it should make, the college should impress itself often upon the possible prospect.

It is hardly necessary to explain the many advantages of the use of newspapers and magazines as advertising mediums. They have been found to return to colleges and schools greater results at a less cost than practically any other form of publicity. The announcement of the advantages of attending a certain school, when put into a magazine of 100,000 circulation, reaches a number of individuals who already know about the school. It doubtless reinforces their favorable impression. But at the same time the announcement falls into the hands of thousands of individuals whose names would never appear upon any college mailing list and who would never be reached through personal solicitation.

The announcement of a college which wishes to raise $100,000 for endowment, when put with judicious care into the paper of the denomination affiliated with the college, reaches a multitude of individuals who have money which they may at some time care to invest in Christian education. The only way to discover such individuals is through an appeal which will come to their eyes. A circular letter often is thrown aside unread. If the appeal is put in an attractive form upon the pages of a favorite period-

A Question to Parents

You will *entrust* Son or Daughter to a College next September. You wish health conserved, power of independent thought developed, social amenities quickened. You wish pleasant surroundings, reasonable expense, adequate libraries and laboratories, a strong faculty.

¶ Yet these are of only *minor importance.*

¶ Of *major importance* is the influence of faculty, of students, and of environment on the *Character* of Son or Daughter.

¶ What ideals will he have after four years? Have you given this question sufficient attention in considering colleges?

¶ *Alma College* will satisfy you as to the minor matters. Nothing short of *hundred-point* satisfies Alma in the major.

¶ Alma is co-educational.

¶ College Courses, Conservatory of Music, Kindergarten Training, Special Preparation for Engineering and Medicine. Dormitories. Scholarships for needy and deserving. Gymnasium. Athletics for all.

Ask President THOS. C. BLAISDELL, Ph.D.,
Box Y, Alma, Michigan.

Parents in most cases determine the choice of a college. Note use of college seal.

ical of the home the message of the college president will be read and remembered, even though there is no immediate response to it. The favorable mental impression produced may constitute a most excellent introduction when next this institution is heard from. The cost per capita of such an announcement is infinitesimal compared to the cost for each copy of a catalogue or booklet. The "traveling expenses" of such an appeal are also paid by the publisher.

Paid advertising of schools and colleges varies in quality. Some institutions succeed admirably in injecting the individuality of the school into printed matter and into advertisements. Others seem to have little individuality to project, or think too lightly of the power of the press, to spend much time in filling the space they buy. To tell just how a college should be advertised involves all the principles of advertising plus a knowledge of each school. There are some general principles which if observed wisely will help the publicity of any college. A trade mark is of use in giving an institution distinction. A portion of a building, a tower, a doorway, the college seal, or a monogram may be used. This helps identify successive advertisements and aids in giving the school permanence in the minds of the readers.

Care should always be taken in writing an "ad" to fit it to the medium in which it is to

appear. The writer should have a clear idea as to whether he wishes to bid for students or to solicit contributions. The different aims of the ad will considerably vary the tone and mode of approach to the subject. In the accompanying ad of Lenox College the picture of the girls will attract attention. The appeal in the text is distinctly to the prospective student. Westminster College (page 221), on the other hand, is asking for funds and points its claim to the attention of the whole denomination by a map. The text explains the strategic situation of this college in the field of Christian education in the West.

Just as some cities are uniting on the use of advertising to bring about a religious revival, so a few colleges are depending in large part on advertising to bring in money for the support of the institution. Such a campaign should not be attempted, however, unless the college authorities are ready to stick to it for two or three years. People with money are not in the habit of sending their wealth to the first college which asks for it. Weekly statements of the work of the institution and some indication of what may be accomplished with additional means gain the interest—and later the one interested invests in the work. Dubuque German College and Seminary, at Dubuque, Iowa, an institution for the education of foreign speaking young men to become pastors for their

LENOX COLLEGE

HOPKINTON, IOWA **(Co-educational)**

Lenox Y. W. C. A. Delegation to Geneva
This Summer

The College that makes good in her graduates. Three times as many positions offered this spring as we have seniors available. Attend Lenox and be sure of a good position at a good salary. For further information address

Rev. E. E. Reed, D. D., :-: President

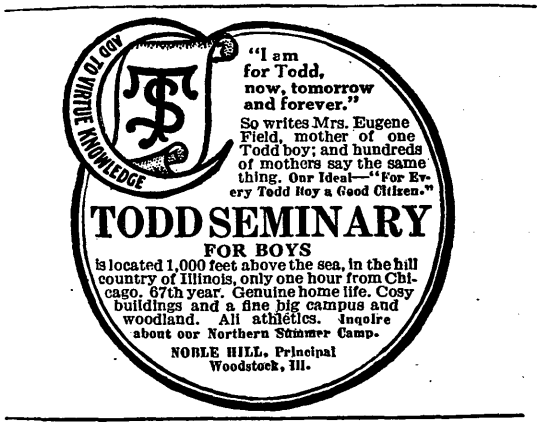
This ought to attract the favorable attention of young women—and young men!

fellow countrymen in this country, has advertised for funds for a number of years. These ads have appeared only in The Continent and have been characterized by a distinct typographical style. The space has varied, but each week stories of the work of the institution have gone into the homes of the leading Presbyterians of the country. Seldom is money asked for. The effort is solely to create interest in the work which the college is trying to do. The cumulative effect of such ads is very large, and the long continued campaign, together with the distinctive character of the announcements, has made the name of Dubuque and its president, Dr. C. M. Steffens, known even across the ocean. As much as $30,000 has been received in one check directly as the result of this advertising.

It takes courage on the part of a hard pressed college president to spend money for advertising, although the trustees willingly appropriate the salary and traveling expenses of one or more men to get students and money. Yet when money is spent for printed appeals to friends of the college through a trusted paper, the way of the employed officers of the institution is smoothed.

Business colleges and institutions which are run to make money do not advertise for endowment. Their campaign for students can be put on a more sordid plane than that assumed by

the cultured college, if indeed it be sordid to help fit an individual to earn his living. Pictures of former graduates who are now occupying high positions in the business world, details of their rise and the amount of salary they receive now, compared with their earning power



Good use of small space.

before they took the course—all these plans can be worked to bring in the students. Some of the same plans suggested above for finding students for cultural colleges may be used also. Anything which makes the institution attractive or stimulates in the minds of young persons a desire for the sort of education the college has for sale will swell the enrollment. All the principles of paid advertising hold true here.

No preacher came with the Pilgrims in the Mayflower

But they did have Elder Brewster, who acted as minister

Few preachers come with modern immigrants

But there are many young men ready to be educated to preach to their countrymen, who are in danger of forgetting their church in their new environment

They must be trained

It is for just this purpose that the Presbyterians of America support Dubuque College and Seminary, where foreigners of many tongues learn to preach to the people of their own races. We need your cooperation. Send a card for full information to DR. C. M. STEFFENS, President, Dubuque, Iowa

Ads similar to this, appearing weekly in The Continent, have done much to support this institution.

State educational institutions for the most part have no problem of endowment, current expense or students. These schools are maintained by all the people through taxes, and their duty is to give something in return to the taxpayer. In addition to educating young people of the state at the seat of the state university, and offering short courses to farmers who come in summer or winter for a snatch of higher education in farm work, these institutions load a portion of their equipment on special trains and carry the gospel of better seed corn, pure bred cattle, and deeper plowing to the farmers in the small towns. It is in the attracting of attention to these "extra territorial" activities of the state university that the main publicity problem of such institutions will be found. This indicates that those mediums of publicity must be used which will reach the persons whom the institution desires to attract. The farm journals, country weeklies and to a lesser extent the daily papers of the state are important. Such an educational campaign may be carried out just as though it were a convention, as described in Chapter VIII.

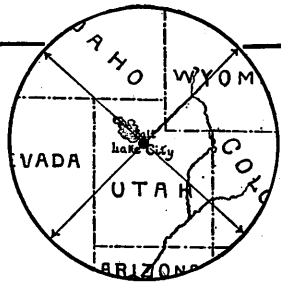
Alumni of Iowa State University were responsible for a full page ad in some of the dailies of the state during August, 1914, telling the advantages gained by attending the university. Reprints were mailed to prospective students

and to alumni for distribution. South Dakota State College in three years increased the enrollment from 600 to 1,000 by newspaper advertising.

The extent to which colleges of any sort can get news of their activities published in papers that reach their constituency depends upon the quality of the news. When there is evidence of the growth of the institution, local papers are glad for full details. Denominational papers also will use something, although less than papers devoted purely to local happenings. Papers in the home town of students frequently will take items about the activities of the sons and daughters of local subscribers. These items should always put the emphasis on the appeal to the people of the town in which the item is to be printed. In other words, there should be an item concerning Johnnie Jones of Ourtown at Blank College, rather than a bold attempt to have printed an item about the college with Johnnie's name mentioned incidentally.

The same care must be exercised by colleges in preparing matter for the press as by churches. This communication one day made its appearance on the desk of the editor of a church paper:

> The George Collegiate Institute located at Summit, Ore., was the first institution



ANEEDY WORK IN A GREAT FIELD

This Circle Encloses the Most Needy and Difficult Home Mission Field of America

It is the Stronghold of Mormonism

This Circle Has a Vast Area

It encloses Utah and cuts through six other states. It has a diameter of 610 miles. It includes 292,247 square miles. It contains more land than all of the states east of Indiana and north of N. Carolina, viz.: New England, New York, N. J., Penn., Del., Va., W. Va. and Ohio.

This Circle Has But One Protestant Christian College in It

This is the Westminster college at Salt Lake City, founded by Sheldon Jackson. It is 388 miles by rail from Salt Lake City to the nearest Christian college.

Westminster College Is to Have No Competitor

Other leading denominations have agreed not to plant another college in the state of Utah. They will give their efforts locally to develop one strong college.

Westminster College Has One Great Purpose

It is to develop trained Christian leaders for this needy intermountain section. It is now successfully doing this important thing.

Westminster College Has a Natural And Just Appeal to All American Presbyterians for Support

Its position is certainly unique and most strategic. Its opportunity is nearly unlimited. Its responsibility is tremendous.

What Part Would You Like to Have in the Upbuilding and Maintenance of This Needy Work in a Great Field?

Address President H. W REHERD, D.D.

WESTMINSTER COLLEGE,
SALT LAKE CITY, ... UTAH

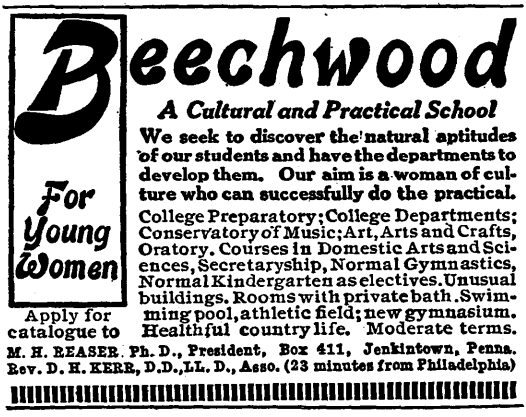
Well constructed appeal for financial support. The map is cleverly used.

established under the board of aid for colleges. It was established in the year 1884. It is located in the great northwest of the state. And there being no other of our institutions near it occupies a unique and strategic position. The fine alumni association of more than 350 shows something of its value. The school and community are greatly rejoicing in the fact that Rev. Thomas W. Smith has recently been elected and has accepted the position of field secretary and the principalship. Everything is looking good. Preparations are being made to complete an endowment that the school may be placed upon a more substantial financial position.

Fortunately for the reputation of the school, this was written by a friendly pastor and not by one who posed as an instructor in the institution. If one read through the quotation it was discovered that the excuse for the item lay in the last sentence. The institute planned an endowment campaign. Why not say so? To give ancient history in a 60 word item is entirely out of place, even if the item does not offend most seriously against that more or less intangible thing, news style.

There are events of local importance occurring frequently at all colleges, and in case a nearby

daily does not have a regular correspondent, an editor is glad if someone in authority sees that the paper gets the news. The college must, however, be prepared to take publicity both coming and going. The officers must not object when the intercollegiate debate gets six inches of space and the latest escapade of the Freshmen class is given two columns. It is not the



The boxed initial made this stand out in a page of school ads in Good Housekeeping.

publication of the pranks of the youngsters which damages the college. If the college is to keep unspotted its reputation as a place of learning, the Freshmen must be prevented from doing anything which will reflect discredit on their institution.

Daily newspapers in or near a college town will pay a regular correspondent for news,

especially of the athletic activities. The amount a man is able to earn from these sources is very large in the universities and is not inconsiderable in smaller places. The secret of success in such work is regularity. Three inches three times a week amounts to several columns by the end of a month. Prospects for athletic teams furnish yards of copy to a clever man during early fall and early spring when sports are a little dull. A "star" in any department of sport means dollars from additional papers, many of which will take pictures of the champion.

BIBLIOGRAPHY

(This list does not include the scores of books on general advertising. Few writers have paid much attention to church advertising, and none, so far as can be discovered, have written on advertising for other non-commercial organizations, except as noted.)

Principles of Successful Church Advertising. Charles Stelzle (Fleming H. Revell Co., New York). This relates almost wholly to paid advertising by churches and is admitted by advertising experts to be a practical book. It is helpful to one who knows nothing about advertising and contains useful information for one who is ignorant of printers' terms and tools. Illustrated.

Church Publicity. Christian F. Reisner (The Methodist Book Concern, New York). This is a stimulating compilation of advertising plans which the author has used in Denver and New York. The opinions of pastors of many denominations in various parts of the country are given on the importance and efficiency of different kinds of advertising. It relates wholly to church societies and is profusely illustrated.

Publicity Message, Men and Religion Forward Movement (Association Press, New York). This gives a summary of several

questionnaires answered by editors and by laymen in the church concerning the mutual relation of the press and the church, as to what should be considered advertising, and what sort of facts will make acceptable news. George W. Coleman, sometime president of the Associated Ad Clubs of America was president, and William T. Ellis, well known writer on religious subjects, was secretary of the commission.

Association Advertising. H. W. Stone (H. W. Stone, Portland, Ore). A stimulating little volume devoted wholly to advertising of the Y. M. C. A., by an association officer who has used advertising successfully in his work. Illustrated.

Modern Methods in Church Work. George Whitefield Mead (George H. Doran Company). This book commends church advertising but was written before the church realized, to the extent it does now, how important advertising is. Nine of the 363 pages concern printed matter for the church.

Advertising as a Business Force. Paul Terry Cherington (Doubleday, Page & Co., New York). A careful compilation of experiences of commercial advertisers arranged for instruction in advertising. Many of the campaigns of commercial organizations here presented may be applied to non-commercial organizations.

The Crowd. A Study of the Popular Mind,

Gustave LeBon. One of the standard works on psychology of crowds. Good for supplemental reading.

The Clock That Had No Hands. And Nineteen Other Essays About Advertising. Herbert Kaufman (George H. Doran Company). The arguments that are made in favor of newspaper advertising are very convincing and the writer knows how to make attractive copy. Will repay careful reading.

Advertising the Church. William T. Ellis (William T. Ellis, Swarthmore, Pa.). A pamphlet of reproductions of half-page church ads from Philadelphia papers. They can be adapted to local use.

BV 653 .S66	Smith, Herbert Hegeler Publicity and progress 454771
JAN 16 '31 JAN 21 '31	2 86 cambl 306 L
DEC 1 '31	Art Room [illegible]
	2— 8397 12-15-31 1-13-32
OCT 25 1932	Wm R. Harper 7023 Jeffery ave

UNIVERSITY OF CHICAGO
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